

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	SIMON & SIMON#	24.8	20,660
2	THREE'S COMPANY#	24.2	20,160
3	AMER. LEAGUE CHAMP GM 5(S)	23.8	19,830
3	CBS SPEC. MOVIE PRES.-MON(S)	23.8	19,830
5	MAGNUM, P.I.	23.0	19,160
6	DALLAS	22.8	18,990
7	9 TO 5#	22.4	18,660
8	LOVE BOAT#	21.7	18,080
9	TOO CLOSE FOR COMFORT#	21.5	17,910
10	LAVERNE & SHIRLEY#	21.4	17,830
11	ABC MOVIE SPECIAL(S)	21.0	17,490
11	NAT'L. LEAGUE CHAMP GM 3(S)	21.0	17,490
13	J. CARSON ANNIVERSARY SP.(S)	20.9	17,410
14	CBS TUESDAY NIGHT MOVIES	20.8	17,330
15	60 MINUTES	20.7	17,240
16	AMER. LEAGUE CHAMP-GM 1(S)	20.6	17,160
17	ABC SUNDAY NIGHT MOVIE#	20.1	16,740
18	NAT'L LEAGUE CHAMP-GM 1(S)	20.0	16,660
19	FALCON CREST	19.8	16,490
20	HAPPY DAYS#	19.7	16,410
20	SPEC. MOVIE PRESENT.-CBS(S)	19.7	16,410
22	ONE DAY AT A TIME	19.6	16,330
23	AMER. LEAGUE CHAMP-GM 2(S)	19.4	16,160
23	MATT HOUSTON#	19.4	16,160

CONT'D

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	THREE'S COMPANY#	17.7	38,510
2	ABC SUNDAY NIGHT MOVIE#	16.9	36,890
3	LAVERNE & SHIRLEY#	16.3	35,560
4	9 TO 5#	15.5	33,730
5	SIMON & SIMON#	15.4	33,490
6	MATT HOUSTON#	15.0	32,700
7	TOO CLOSE FOR COMFORT#	14.8	32,250
8	MAGNUM, P.I.	14.8	32,240
9	AMER. LEAGUE CHAMP GM 5(S)	14.7	32,080
10	LOVE BOAT#	14.7	32,000
11	HAPPY DAYS#	14.5	31,520
12	CBS SPEC. MOVIE PRES.-MON(S)	14.4	31,390
13	DALLAS	14.4	31,320
14	J. CARSON ANNIVERSARY SP.(S)	14.0	30,610
15	FACTS OF LIFE	13.5	29,430
16	CHIPS#	13.4	29,320
17	KNIGHT RIDER	13.0	28,330
18	NAT'L. LEAGUE CHAMP GM 3(S)	12.9	28,030
19	NBC SUNDAY NIGHT MOVIE#	12.8	27,940

HOUSEHOLDS

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
CONT'D			
23	NAT'L. LEAGUE CHAMP PRE 3(S)	19.4	16,160

TOTAL PERSONS (2+)

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY#	20.5	17,720
2	9 TO 5#	20.5	17,690
3	DALLAS	20.3	17,550
4	CBS SPEC. MOVIE PRES.-MON(S)	19.7	17,020
5	TOO CLOSE FOR COMFORT#	19.1	16,500
6	SIMON & SIMON#	18.9	16,290
7	LOVE BOAT#	18.2	15,740
8	SPEC. MOVIE PRESENT.-CBS(S)	17.6	15,220
9	LAVERNE & SHIRLEY#	17.5	15,150
10	CBS TUESDAY NIGHT MOVIES	17.4	15,030
11	HART TO HART#	17.2	14,820
12	MAGNUM, P.I.	17.1	14,800
13	LITTLE HOUSE NW BEGINNING	16.9	14,550
14	J. CARSON ANNIVERSARY SP.(S)	16.6	14,310
15	FALCON CREST	16.6	14,300
16	MATT HOUSTON#	16.5	14,290
17	ABC SUNDAY NIGHT MOVIE#	16.5	14,210
18	ONE DAY AT A TIME	16.2	14,010

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMER. LEAGUE CHAMP GM 5(S)	22.4	17,420
2	NAT'L. LEAGUE CHAMP GM 3(S)	20.0	15,550
3	NAT'L. LEAGUE CHAMP PRE 3(S)	18.7	14,580
4	ABC SUNDAY NIGHT MOVIE#	18.5	14,390
5	NAT'L. LEAGUE CHAMP-GM 1(S)	17.1	13,280
6	NAT'L. LEAGUE CHAMP GM 2(S)	17.0	13,200
7	AMER. LEAGUE CHAMP-GM 1(S)	16.8	13,050
8	AMER. LEAGUE CHAMP-GM 2(S)	16.3	12,710
9	MATT HOUSTON#	15.6	12,140
10	J. CARSON ANNIVERSARY SP.(S)	15.6	12,120
11	MAGNUM, P.I.	15.6	12,100
12	NBC SUNDAY NIGHT MOVIE#	15.3	11,870
13	SIMON & SIMON#	14.3	11,120
14	HILL STREET BLUES	14.1	10,980
15	CBS SPEC. MOVIE PRES.-MON(S)	13.7	10,680
16	KNIGHT RIDER	13.4	10,400
17	60 MINUTES	13.3	10,370
18	ABC MONDAY NIGHT MOVIE	13.2	10,280
19	ABC MOVIE SPECIAL(S)	13.1	10,180
20	LOVE BOAT#	12.8	9,950
21	THREE'S COMPANY#	12.6	9,810
22	AMER. LEAGUE CHAMP-PRE 1(S)	12.5	9,710
23	CHIPS#	12.2	9,470
24	ABC SUNDAY AFTERNOON BSBL#	12.1	9,380

CONT'D

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
19	WHEELER & WHEELER	12.1	9,380
20	WHEELER & WHEELER	12.0	9,370
21	WHEELER & WHEELER	12.0	9,370
22	WHEELER & WHEELER	12.0	9,370
23	WHEELER & WHEELER	12.0	9,370
24	WHEELER & WHEELER	12.0	9,370
25	WHEELER & WHEELER	12.0	9,370
26	WHEELER & WHEELER	12.0	9,370
27	WHEELER & WHEELER	12.0	9,370
28	WHEELER & WHEELER	12.0	9,370
29	WHEELER & WHEELER	12.0	9,370
30	WHEELER & WHEELER	12.0	9,370
31	WHEELER & WHEELER	12.0	9,370
32	WHEELER & WHEELER	12.0	9,370
33	WHEELER & WHEELER	12.0	9,370
34	WHEELER & WHEELER	12.0	9,370
35	WHEELER & WHEELER	12.0	9,370
36	WHEELER & WHEELER	12.0	9,370
37	WHEELER & WHEELER	12.0	9,370
38	WHEELER & WHEELER	12.0	9,370
39	WHEELER & WHEELER	12.0	9,370
40	WHEELER & WHEELER	12.0	9,370

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
24	THAT'S INCREDIBLE	12.1	9,380
26	DALLAS	12.0	9,370

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	9 TO 5#	22.6	12,230
2	THREE'S COMPANY#	21.9	11,870
3	LAVERNE & SHIRLEY#	21.0	11,380
4	CBS SPEC. MOVIE PRES.-MON(S)	20.1	10,900
5	TOO CLOSE FOR COMFORT#	20.1	10,860
6	ABC SUNDAY NIGHT MOVIE#	19.9	10,750
7	HART TO HART#	19.4	10,480
8	MATT HOUSTON#	19.2	10,390
9	HAPPY DAYS#	18.7	10,140
10	ABC MOVIE SPECIAL(S)	17.9	9,700
11	SPEC. MOVIE PRESENT.-CBS(S)	17.9	9,670
12	J. CARSON ANNIVERSARY SP.(S)	17.6	9,520
13	LOVE BOAT#	17.4	9,420
14	CBS TUESDAY NIGHT MOVIES	17.3	9,390
15	SIMON & SIMON#	16.4	8,870
16	HILL STREET BLUES	16.1	8,730
17	NBC SUNDAY NIGHT MOVIE#	15.8	8,550
18	DALLAS	15.0	8,130
19	MAGNUM, P.I.	14.8	8,020

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.5	8,090
2	60 MINUTES	25.5	6,770
3	FALCON CREST	25.2	6,690
4	LITTLE HOUSE NW BEGINNING	23.9	6,330
5	SIMON & SIMON#	22.7	6,010
6	JEFFERSONS	22.2	5,880
7	LOVE BOAT#	21.5	5,700
8	AMER. LEAGUE CHAMP GM 5(S)	21.4	5,670
9	ONE DAY AT A TIME	21.2	5,630
10	MAGNUM, P.I.	20.4	5,400
11	TRAPPER JOHN, M.D.	19.9	5,270
12	ARCHIE BUNKER'S PLACE	19.7	5,210
13	GLORIA	18.7	4,970
14	CBS SPEC. MOVIE PRES.-MON(S)	18.3	4,860
15	FATHER MURPHY	17.7	4,680
15	REAL PEOPLE	17.7	4,680
17	CBS TUESDAY NIGHT MOVIES	17.6	4,670

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMER. LEAGUE CHAMP GM 5(S)	20.3	10,620
2	ABC SUNDAY NIGHT MOVIE#	19.7	10,280
3	NBC SUNDAY NIGHT MOVIE#	18.8	9,810
4	NAT'L. LEAGUE CHAMP GM 3(S)	17.9	9,360
5	NAT'L. LEAGUE CHAMP PRE 3(S)	17.3	9,030
6	MATT HOUSTON#	16.3	8,510
7	J. CARSON ANNIVERSARY SP.(S)	16.3	8,490
8	HILL STREET BLUES	15.3	8,010
9	NAT'L. LEAGUE CHAMP GM 2(S)	14.8	7,750
10	AMER. LEAGUE CHAMP-GM 1(S)	14.7	7,690
11	CHIPS#	14.6	7,630
12	AMER. LEAGUE CHAMP-GM 2(S)	14.3	7,460
13	CBS SPEC. MOVIE PRES.-MON(S)	14.1	7,350
14	MAGNUM, P.I.	13.8	7,220
15	NAT'L. LEAGUE CHAMP-GM 1(S)	13.7	7,150
16	THREE'S COMPANY#	13.5	7,060
17	KNIGHT RIDER	13.4	7,020
18	ABC MOVIE SPECIAL(S)	13.0	6,770
18	SIMON & SIMON#	13.0	6,770
20	ABC MONDAY NIGHT MOVIE	12.6	6,560
21	GOLD MONKEY#	12.1	6,330
22	9 TO 5#	11.5	6,000
23	LAVERNE & SHIRLEY#	11.4	5,970
24	AMER. LEAGUE CHAMP-PRE 1(S)	11.2	5,840

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	AMER. LEAGUE CHAMP GM 5(S)	28.1	5,690
2	NAT'L. LEAGUE CHAMP-GM 1(S)	26.3	5,340
3	NAT'L. LEAGUE CHAMP GM 3(S)	24.5	4,970
4	AMER. LEAGUE CHAMP-GM 2(S)	24.1	4,880
5	NAT'L. LEAGUE CHAMP GM 2(S)	22.3	4,530
6	60 MINUTES	22.1	4,480
7	AMER. LEAGUE CHAMP-GM 1(S)	21.7	4,400
8	MAGNUM, P.I.	21.0	4,260
9	NAT'L. LEAGUE CHAMP PRE 3(S)	20.2	4,100
10	DALLAS	19.1	3,880
11	AMER. LEAGUE CHAMP GM 4(S)	18.3	3,700
12	AMER. LEAGUE CHAMP-PRE 2(S)	18.2	3,680
13	SIMON & SIMON#	17.7	3,580
14	NAT'L. LEAGUE CHAMP-PRE 1(S)	17.2	3,490
15	ARCHIE BUNKER'S PLACE	16.9	3,430
16	LOVE BOAT#	16.9	3,420
17	AMER. LEAGUE CHAMP GM 3(S)	16.7	3,390
18	NL CHAMP GM 1-RAINOUT(S)	16.3	3,310
19	20/20#	16.3	3,300
20	AMER. LEAGUE CHAMP-PRE 1(S)	15.9	3,220
21	FALCON CREST	15.6	3,160
22	MATT HOUSTON#	15.5	3,150
23	DUKES OF HAZZARD	15.4	3,120
24	JEFFERSONS	15.3	3,110

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS (†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 10, 1982

NIELSEN AVERAGE AUDIENCE

MEN 18-49

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ABC SUNDAY AFTERNOON BSBL#	11.1	5,820
25	CBS TUESDAY NIGHT MOVIES	11.1	5,820

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ABC MONDAY NIGHT MOVIE	15.2	3,090
25	ABC SUNDAY NIGHT MOVIE#	15.2	3,090
27	REAL PEOPLE	15.1	3,070
28	CBS EVENING NEWS-RATHER	14.9	3,030
28	CBS SPEC. MOVIE PRES.-MON(S)	14.9	3,030
28	GLORIA	14.9	3,030

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
*EVENING																																										
ABC MONDAY NIGHT MOVIE																		2	198	186	A 17.4	28	1449	1649	663	237	718	222	404	394	398	250	709	260	452	434	363	213	137	62^	85	65^
1 MON. 9.00P 151 ABC FF																		97	97	B 17.4	28	1449	1649	663	237	718	222	404	394	398	250	709	260	452	434	363	213	137	62	85	65	
2 MON. 9.00P 142																																										
9.00 - 9.30																				A 16.3	24	1358	1720	670	230	732	213	409	413	401	251	702	266	430	430	353	221	163	80^	123	94	
9.30 - 10.00																				A 17.5	27	1458	1724	672	237	731	227	413	404	400	245	737	274	470	459	379	215	144	68^	112	79^	
10.00 - 10.30																				A 17.9	28	1491	1649	668	247	725	222	402	389	409	262	709	255	450	421	363	216	140	65^	75^	65^	
10.30 - 11.00																				A 18.1	30	1508	1590	648	234	696	208	381	367	398	259	688	251	437	418	348	213	127	58^	79^	65^	
11.00 - 11.30																				A 17.5	33	1458	1537	653	242	706	243	408	393	369	234	699	253	469	432	366	201	100	34^	32^	18v	
ABC NEWSBRIEF-M-F																		10	188	189	A 16.0	26	1333	1577	638	228	686	246	413	372	328	229	618	222	371	333	295	208	133	51	140	97
1 M & F 8.58P 1 ABC N																		96	96	B 16.0	26	1333	1577	638	228	686	246	413	372	328	229	618	222	371	333	295	208	133	51	140	97	
1 TUE. 10.08P 1																																										
1 WED. 9.48P 1																																										
1 THU. 9.58P 1																																										
2 MON. 8.58P 1																																										
2 TU-TH 8.15P 1																																										
2 FRI. 8.31P 1																																										
ABC NEWSBRIEF-SAT.																		2	193	197	A 17.3	31	1441	1693	715	285	753	234	430	367	367	298	643	225	364	364	313	226	121	53^	176	120
1 SAT. 10.01P 1 ABC N																		97	97	B 17.3	31	1441	1693	715	285	753	234	430	367	367	298	643	225	364	364	313	226	121	53	176	120	
2 SAT. 8.14P 1																																										
ABC NEWSBRIEF-SUN.																		2	192	196	A 20.4	30	1699	1920	667	244	709	236	451	400	354	217	884	311	573	571	454	240	157	54^	170	120
1 SUN. 9.58P 1 ABC N																		97	97	B 20.4	30	1699	1920	667	244	709	236	451	400	354	217	884	311	573	571	454	240	157	54	170	120	
2 SUN. 9.16P 1																																										
ABC MOVIE SPECIAL(S)																		193		A 21.0	33	1749	1512	686	247	762	370	553	446	341	157	581	225	387	337	298	162	108^	58^	61^	37^	
1 WED. 9.00P 120 ABC FF																		98		A 19.5	30	1624	1548	677	239	737	365	528	416	319	163	613	221	407	351	331	171	109^	55^	89^	63^	
9.00 - 9.30																				A 21.5	32	1791	1505	675	233	751	358	532	435	343	155	590	226	390	335	299	169	106^	55^	58^	36^	
9.30 - 10.00																				A 21.7	34	1808	1518	700	262	788	392	588	466	343	155	571	231	383	337	285	157	102^	58^	57^	31v	
10.00 - 10.30																				A 21.2	35	1766	1482	697	253	776	367	570	467	356	158	558	227	372	326	280	155	108^	60^	40^	17v	
10.30 - 11.00																																										
ABC SPORTS UPDATE-SAT																		2	193	201	A 16.4	29	1366	1820	683	262	728	227	435	382	364	275	819	306	508	477	369	262	64^	10v	209	143
1 SAT. 8.58P 1 ABC SN																		97	98	B 16.4	29	1366	1820	683	262	728	227	435	382	364	275	819	306	508	477	369	262	64	10	209	143	
2 SAT. 9.11P 1																																										
ABC SPORTS UPDATE-SUN																		2	196	195	A 19.6	31	1633	1868	689	305	768	266	482	418	369	245	831	277	551	549	442	224	144	60^	125	59^
1 SUN. 8.35P 1 ABC SN																		98	97	B 19.6	31	1633	1868	689	305	768	266	482	418	369	245	831	277	551	549	442	224	144	60	125	59	
2 SUN. 8.15P 1																																										
ABC SUNDAY NIGHT MOVIE																		1	201	A 20.1	31	1674	2204	789	266	848	368	641	531	407	161	860	315	613	597	463	186	228	89^	268	196	
1 SUN. 9.00P 113 ABC FF																		99		B 20.1	31	1674	2204	789	266	848	368	641	531	407	161	860	315	613	597	463	186	228	89	268	196	
9.00 - 9.30																				A 20.1	30	1674	2220	756	275	837	366	630	504	395	169	823	284	575	571	459	188	245	105^	315	224	
9.30 - 10.00																				A 20.4	30	1699	2263	793	260	859	373	642	534	412	165	869	333	620	616	455	185	248	96^	287	196	
10.00 - 10.30																				A 20.2	32	1683	2188	808	266	860	390	661	543	402	153	869	315	626	611	477	175	217	77^	242	183	
10.30 - 11.00																				A 19.7	32	1641	2113	801	265	831	332	628	547	427	155	877	334	640	594	458	184	186	70^	219	173	
ABC WORLD NEWS TONIGHT																		10	200	193	A 11.4	23	950	1518	692	207	726	178	354	355	365	307	659	203	372	345	317	243	61^	37^	72	25^
M-F 6.30P 30 ABC N																		99	97	B 11.4	23	950	1518	692	207	726	178	354	355	365	307	659	203	372	345	317	243	61	37	72	25	
ABC WRLD NEWS-SUN(B)																		78		A 5.5	12	458	1764	730	301^	771	212^	473^	444^	459^	249^	913	282^	504^	406^	376^	352^	80v	39v	LT	LT	
1 SUN. 6.30P 30 ABC N																		52																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11														
EVENING CONT'D																																								
ALICE																		A	15.3	23	1274	1467	747	218	800	232	362	384	374	357	456	215	243	219	115	176	119	43	92	58
2 WED. 9.00P 30 CBS CS 192																		B	15.3	23	1274	1467	747	218	800	232	362	384	374	357	456	215	243	219	115	176	119	43	92	58
AMER. LEAGUE CHAMP-PRE 1(S) 206																		A	16.6	30	1383	1543	551	214	575	122	253	266	279	291	702	202	422	422	406	233	135	47	131	66
2 TUE. 8.00P 18 ABC SC 99																																								
AMER. LEAGUE CHAMP-GM 1(S) 206																		A	20.6	33	1716	1486	499	186	531	128	250	245	253	256	759	230	447	462	414	255	95	18	101	38
2 TUE. 8.18P 173 ABC SE 99																																								
8.30 - 9.00																		A	19.0	31	1583	1510	504	220	533	116	231	236	262	270	760	206	431	448	413	269	121	35	96	57
9.00 - 9.30																		A	21.4	33	1783	1518	508	200	540	141	265	246	243	252	751	244	440	429	390	261	118	28	109	48
9.30 - 10.00																		A	22.0	34	1833	1529	534	186	557	139	274	263	259	251	753	229	437	443	413	258	86	8	133	56
10.00 - 10.30																		A	21.8	34	1816	1496	499	173	542	132	262	262	254	254	789	264	482	507	416	247	67	6	98	23
10.30 - 11.00																		A	20.8	33	1733	1441	453	162	500	125	235	228	234	251	781	232	466	500	430	253	78	8	82	14
AMER. LEAGUE CHAMP-PRE 2(S) 206																		A	15.5	27	1291	1393	502	188	523	145	271	271	226	236	704	209	417	351	361	286	68	LT	98	55
2 WED. 8.00P 17 ABC SC 99																																								
AMER. LEAGUE CHAMP-GM 2(S) 206																		A	19.4	31	1616	1477	486	224	533	106	261	245	273	260	788	190	463	445	456	303	80	17	76	32
2 WED. 8.17P 145 ABC SE 99																																								
8.30 - 9.00																		A	17.5	28	1458	1481	499	216	528	113	254	238	243	261	735	184	424	391	429	298	121	43	97	65
9.00 - 9.30																		A	19.9	31	1658	1499	489	229	519	97	267	254	267	246	802	169	478	469	481	299	98	14	80	32
9.30 - 10.00																		A	20.5	31	1708	1465	476	232	517	91	266	248	296	243	807	182	482	463	486	300	68	11	73	23
10.00 - 10.30																		A	21.3	34	1774	1453	477	228	548	106	252	234	287	280	793	199	464	453	453	305	54	9	58	17
ARCHIE BUNKER'S PLACE 2 199 197																		A	16.2	26	1349	1672	804	312	857	229	401	396	369	386	552	144	246	243	288	254	103	56	160	105
SUN. 8.00P 30 CBS CS 99 99																		B	16.2	26	1349	1672	804	312	857	229	401	396	369	386	552	144	246	243	288	254	103	56	160	105
BATTLE-NETWORK STARS(S) 189																		A	10.9	19	908	1859	710	270	744	336	507	466	354	181	657	274	473	418	306	153	221	34	237	169
1 FRI. 9.00P 120 ABC SE 99																																								
9.00 - 9.30																		A	9.3	16	775	1733	678	213	701	284	421	398	329	227	646	266	433	430	300	161	189	39	197	114
9.30 - 10.00																		A	8.9	15	741	1869	708	242	723	301	476	445	349	198	673	288	458	449	320	151	253	53	220	142
10.00 - 10.30																		A	12.4	22	1033	1891	745	306	779	374	558	512	369	163	632	256	488	414	312	125	212	29	268	196
10.30 - 11.00																		A	12.9	23	1075	1915	710	296	755	355	540	489	367	155	678	285	494	398	303	171	232	25	250	199
BENSON SPECIAL(S) 194																		A	9.8	18	816	1284	529	191	545	133	242	251	221	294	666	221	343	311	313	290	58	LT	15	15
2 FRI. 8.33P 27 ABC CS 98																																								
BOB HOPE COMEDY SPECIAL(S) 209																		A	16.8	26	1399	1800	755	299	808	270	425	435	382	288	607	177	380	371	318	187	211	92	174	124
1 SUN. 8.00P 60 NBC CV 99																																								
8.00 - 8.30																		A	15.5	25	1291	1798	744	294	795	255	408	433	387	279	577	178	356	359	288	178	232	96	194	129
8.30 - 9.00																		A	18.1	28	1508	1792	762	303	815	281	436	436	373	293	627	173	397	380	344	192	193	90	157	118
BRING 'EM BACK ALIVE 2 198 192																		A	13.3	21	1108	1708	689	268	753	242	434	408	368	270	591	218	375	326	306	187	165	57	199	145
1 TUE. 8.09P 60 CBS A 99 99																		B	13.3	21	1108	1708	689	268	753	242	434	408	368	270	591	218	375	326	306	187	165	57	199	145
2 TUE. 8.00P 60																																								
8.00 - 8.30																		A	12.5	21	1041	1707	687	262	748	231	398	375	360	301	561	217	353	309	280	177	171	55	227	163
8.30 - 9.00																		A	13.5	21	1125	1735	698	270	760	248	457	430	375	253	607	227	387	330	315	190	172	61	196	147
CBS EVENING NEWS-RATHER 10 200 201																		A	12.9	25	1075	1474	684	195	747	122	278	318	373	398	578	143	256	245	262	282	60	26	89	41
M-F 6.30P 30 CBS N 99 99																		B	12.9	25	1075	1474	684	195	747	122	278	318	373	398	578	143	256	245	262	282	60	26	89	41
CBS EVENING NEWS-DEAN 2 174 170																		A	9.2	19	766	1603	784	236	840	208	333	356	343	428	646	187	367	302	319	234	60	60	57	14
SUN. 6.30P 30 CBS N 88 90																		B	9.2	19	766	1603	784	236	840	208	333	356	343	428	646	187	367	302	319	234	60	60	57	14
CBS SAT. NEWS-SCHIEFFER 1 147																		A	8.9	18	741	1436	729	189	729	89	255	345	401	384	517	139	251	291	257	226	76	46	114	78
2 SAT. 6.30P 30 CBS N 85																		B	8.9	18	741	1436	729	189	729	89	255	345	401	384	517	139	251	291	257	226	76	46	114	78

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														18+					WOMEN					MEN													
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.										
EVENING CONT'D																																					
CBS SAT. NIGHT MOVIE 1 199																		A 12.9 23 1075	1486	816	393	849	262	543	483	432	250	538	122	326	328	317	177	22	15	77	77
1 SAT. 9.00P 120 CBS FF 98																		B 12.9 23 1075	1486	816	393	849	262	543	483	432	250	538	122	326	328	317	177	22	15	77	77
9.00 - 9.30																		A 11.8 21 983	1572	814	370	845	219	542	462	443	287	577	123	340	349	360	195	45	19	105	105
9.30 - 10.00																		A 12.3 22 1025	1488	825	419	854	241	550	503	461	254	546	125	339	348	339	173	14	14	74	74
10.00 - 10.30																		A 13.7 24 1141	1454	840	399	873	290	572	498	431	242	505	120	306	301	282	170	14	14	62	62
10.30 - 11.00																		A 13.7 25 1141	1440	793	384	829	290	540	465	399	226	533	118	323	316	295	177	11	11	67	67
CBS SPEC. MOVIE PRES.-WED(S) 200																		A 15.7 25 1308	1370	784	313	894	215	490	469	492	350	395	103	190	196	184	162	39	31	42	30
1 WED. 9.00P 120 CBS FF 99																		A 15.3 23 1274	1315	731	317	844	187	450	433	463	349	367	80	167	181	182	149	44	20	60	43
9.30 - 10.00																		A 16.0 24 1333	1350	755	330	875	208	480	454	488	352	386	86	186	192	195	158	34	23	55	32
10.00 - 10.30																		A 16.3 26 1358	1380	817	315	921	218	507	503	519	351	393	96	185	193	188	170	36	36	30	23
10.30 - 11.00																		A 15.1 25 1258	1443	844	298	948	254	531	488	496	355	431	144	218	212	173	174	41	41	23	23
CBS SPEC. MOVIE PRES.-MON(S) 197																		A 23.8 37 1983	1583	820	298	858	274	549	490	434	244	540	208	371	337	242	153	114	78	71	45
1 MON. 9.00P 120 CBS FF 99																		A 24.2 35 2016	1582	792	305	848	305	543	462	391	248	511	174	331	306	240	169	116	78	107	66
9.30 - 10.00																		A 23.9 36 1991	1601	813	297	866	302	565	482	415	239	509	186	346	316	239	148	138	81	88	56
10.00 - 10.30																		A 24.1 38 2008	1597	841	298	862	249	555	513	463	241	567	227	406	366	257	144	116	87	52	38
10.30 - 11.00																		A 23.1 38 1924	1537	832	292	850	232	530	500	464	250	560	240	398	359	230	146	88	68	39	23
CBS TUESDAY NIGHT MOVIES 2 201 200																		A 20.8 33 1733	1557	793	311	866	312	542	513	406	269	539	185	336	298	274	173	89	64	63	35
1 TUE. 9.09P 120 CBS FF 99 99																		B 20.8 33 1733	1557	793	311	866	312	542	513	406	269	539	185	336	298	274	173	89	64	63	35
2 TUE. 9.00P 120																																					
9.00 - 9.30																		A 20.1 30 1674	1516	794	301	882	309	543	517	414	277	477	139	282	248	262	167	77	49	80	48
9.30 - 10.00																		A 20.6 31 1716	1578	804	311	881	332	562	527	400	265	546	183	334	290	279	185	84	65	67	39
10.00 - 10.30																		A 21.2 33 1766	1588	805	318	871	320	551	519	401	267	556	206	360	317	269	166	100	70	61	33
10.30 - 11.00																		A 21.3 36 1774	1546	786	317	855	297	527	501	411	271	551	200	350	315	274	169	85	67	55	27
CHEERS 2 198 207																		A 12.2 18 1016	1667	646	264	734	362	510	429	280	185	547	253	368	330	204	150	185	142	201	161
THU. 9.00P 30 NBC CS 99 99																		B 12.2 18 1016	1667	646	264	734	362	510	429	280	185	547	253	368	330	204	150	185	142	201	161
CHIPS 1 206																		A 17.2 26 1433	2046	660	265	722	313	540	457	311	161	661	344	534	401	282	117	279	111	384	292
2 SUN. 8.00P 60 NBC OP 98																		B 17.2 26 1433	2046	660	265	722	313	540	457	311	161	661	344	534	401	282	117	279	111	384	292
8.00 - 8.30																		A 16.2 25 1349	2021	660	259	716	330	536	450	287	162	640	341	515	402	267	113	249	91	416	321
8.30 - 9.00																		A 18.2 27 1516	2063	662	272	729	295	545	458	335	163	675	340	543	400	295	120	305	128	354	266
DALLAS 2 204 203																		A 22.8 39 1899	1649	845	275	925	270	429	426	404	425	493	185	259	243	183	204	68	50	163	112
FRI. 9.00P 60 CBS GD 99 99																		B 22.8 39 1899	1649	845	275	925	270	429	426	404	425	493	185	259	243	183	204	68	50	163	112
9.00 - 9.30																		A 21.7 37 1808	1658	849	273	930	274	428	417	401	436	491	179	259	246	189	202	65	50	172	114
9.30 - 10.00																		A 24.0 40 1999	1627	833	274	911	264	425	426	401	415	490	189	259	236	176	203	72	51	154	109
DEVLIN CONNECTION 2 196 195																		A 10.0 18 833	1603	655	217	714	215	417	404	383	246	516	189	322	308	258	164	183	66	190	139
SAT. 10.00P 60 NBC GD 99 97																		B 10.0 18 833	1603	655	217	714	215	417	404	383	246	516	189	322	308	258	164	183	66	190	139
10.00 - 10.30																		A 10.2 18 850	1560	628	208	687	206	389	377	368	247	490	192	302	284	229	161	167	61	216	160
10.30 - 11.00																		A 9.8 18 816	1636	679	224	733	220	441	428	399	242	542	188	342	332	285	166	200	72	161	117
DIFF'RENT STROKES-SAT. 2 204 200																		A 14.2 26 1183	2031	711	189	764	207	417	368	338	284	498	173	276	230	207	179	384	181	385	272
SAT. 8.00P 30 NBC CS 99 96																		B 14.2 26 1183	2031	711	189	764	207	417	368	338	284	498	173	276	230	207	179	384	181	385	272
DUKES OF HAZZARD 2 204 202																		A 17.1 31 1424	1777	600	207	647	181	289	275	265	308	514	162	260	247	235	219	144	70	472	296
FRI. 8.00P 60 CBS CS 99 99																		B 17.1 31 1424	1777	600	207	647	181	289	275	265	308	514	162	260	247	235	219	144	70	472	296
8.00 - 8.30																		A 16.0 29 1333	1806	601	204	646	180	294	278	269	303	507	157	258	249	238	211	155	73	498	308
8.30 - 9.00																		A 18.1 32 1508	1753	598	209	645	179	284	272	265	310	518	166	261	242	233	226	136	65	454	287

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1.33
1ST OCT. 1982 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
FACTS OF LIFE						2	199	199	A	19.3	29	1608	1830	721	245	793	311	463	404	312	266	481	189	302	250	194	148	309	185	247	186
WED.					9.00P	30	NBC	CS				1830	721	245	793	311	463	404	312	266	481	189	302	250	194	148	309	185	247	186	
FALCON CREST						2	202	201	A	19.8	36	1649	1503	804	242	867	222	368	379	398	406	461	149	245	212	185	192	82	61	93	78
FRI.					10.00P	60	CBS	GD				1503	804	242	867	222	368	379	398	406	461	149	245	212	185	192	82	61	93	78	
					10.00 - 10.30				A	20.0	35	1666	1502	804	245	868	223	369	382	401	404	460	156	248	208	175	189	74	58	100	82
					10.30 - 11.00				A	19.7	36	1641	1488	798	237	860	220	364	372	390	407	459	142	241	216	192	192	85	62	84	71
FALL GUY SPECIAL(S)							199		A	9.5	17	791	1769	533	226	570	202	388	437	312	127	557	263	375	361	244	147	225	46	417	214
2 FRI.					10.00P	60	ABC	CS				1647	515	210	546	187	369	411	303	135	544	255	364	331	236	159	189	42	368	184	
					10.00 - 10.30				A	9.0	16	750	1647	515	210	546	187	369	411	303	135	544	255	364	331	236	159	189	42	368	184
					10.30 - 11.00				A	10.0	17	833	1858	546	239	587	215	403	457	314	121	560	270	379	381	245	134	253	49	458	235
FAME						2	203	203	A	13.6	22	1133	1690	630	242	718	326	483	392	280	189	426	179	279	260	176	127	222	158	324	267
THU.					8.00P	60	NBC	GD				1690	630	242	718	326	483	392	280	189	426	179	279	260	176	127	222	158	324	267	
					8.00 - 8.30				A	13.1	22	1091	1709	640	231	735	334	489	389	280	200	418	165	271	260	185	128	223	154	333	276
					8.30 - 9.00				A	14.1	22	1175	1663	613	249	693	316	472	390	276	178	434	193	288	259	166	127	224	162	312	257
FAMILY TIES						3	200	199	A	17.7	27	1474	1832	753	274	812	317	458	414	304	286	507	223	337	262	191	143	308	198	205	157
WED.					9.30P	30	NBC	CS				1822	752	275	813	312	459	392	310	293	561	250	366	290	207	171	266	166	182	143	
FATHER MURPHY						2	207	209	A	14.2	23	1183	1688	757	231	820	224	356	346	333	397	470	145	229	210	201	217	106	65	292	212
1 TUE.					8.09P	60	NBC	GD				1688	757	231	820	224	356	346	333	397	470	145	229	210	201	217	106	65	292	212	
2 TUE.					8.00P	60			B	14.2	23	1183	1688	757	231	820	224	356	346	333	397	470	145	229	210	201	217	106	65	292	212
					8.00 - 8.30				A	13.2	22	1100	1665	736	242	806	222	345	346	328	385	458	148	230	205	194	208	100	77	301	216
					8.30 - 9.00				A	14.9	23	1241	1718	770	227	833	222	361	354	343	403	462	143	220	203	190	218	109	57	314	228
FILTHY RICH						1	190		A	16.5	25	1374	1603	719	226	776	236	401	408	367	313	470	228	295	279	149	135	204	95	153	123
2 WED.					9.30P	30	CBS	CS				1603	719	226	776	236	401	408	367	313	470	228	295	279	149	135	204	95	153	123	
G.E. THEATRE(S)							195		A	15.9	27	1324	1572	717	299	756	134	387	428	443	303	423	163	222	204	167	164	205	93	188	146
2 SAT.					9.00P	120	CBS	GD				1535	754	269	815	168	412	433	418	356	384	137	210	151	150	168	131	47	205	128	
					9.00 - 9.30				A	14.2	24	1183	1545	769	280	814	136	445	456	476	324	423	163	213	196	161	172	134	33	174	115
					9.30 - 10.00				A	14.9	25	1241	1545	769	280	814	136	445	456	476	324	423	163	213	196	161	172	134	33	174	115
					10.00 - 10.30				A	16.8	29	1399	1595	678	314	705	114	344	408	437	278	436	160	214	224	186	162	254	154	200	170
					10.30 - 11.00				A	17.5	31	1458	1612	683	330	711	121	359	417	445	268	443	190	243	238	168	155	281	123	177	164
GIMME A BREAK						2	194	193	A	14.3	25	1191	1971	689	238	735	227	444	410	327	232	481	177	307	280	209	150	336	150	419	335
SAT.					9.00P	30	NBC	CS				1971	689	238	735	227	444	410	327	232	481	177	307	280	209	150	336	150	419	335	
GLORIA						2	198	197	A	16.6	25	1383	1677	834	354	887	250	445	455	408	358	500	143	227	239	253	219	79	74	211	142
SUN.					8.30P	30	CBS	CS				1677	834	354	887	250	445	455	408	358	500	143	227	239	253	219	79	74	211	142	
GOLD MONKEY						2	198		A	16.4	26	1366	1924	629	202	644	269	440	402	310	169	665	244	463	421	339	163	263	120	352	278
1 WED.					8.00P	60	ABC	A				1892	615	273	647	261	435	395	335	165	679	305	498	437	308	146	239	101	327	253	
					8.00 - 8.30				A	15.5	26	1291	1950	642	191	653	273	431	396	312	187	659	232	451	419	336	175	254	106	384	300
					8.30 - 9.00				A	17.4	27	1449	1883	615	212	634	265	450	405	307	152	661	250	468	418	339	153	267	129	321	257
GREATEST AMERICAN HERO SP(S)							194		A	6.2	11	516	1595	512	247	529	143	296	319	260	210	673	260	431	365	335	220	100	31	293	114
2 FRI.					9.00P	60	ABC	A				1604	520	240	537	127	269	295	277	242	741	311	467	340	342	254	86	31	240	80	
					9.00 - 9.30				A	6.1	11	508	1570	499	253	516	157	320	339	240	177	601	209	394	390	328	183	111	29	342	147
					9.30 - 10.00				A	6.3	11	525	1570	499	253	516	157	320	339	240	177	601	209	394	390	328	183	111	29	342	147
HAPPY DAYS						1	198		A	19.7	31	1641	1921	743	330	811	427	619	508	320	138	411	214	290	228	140	100	313	154	386	261
1 TUE.					8.10P	30	ABC	CS				1921	743	330	811	427	619	508	320	138	411	214	290	228	140	100	313	154	386	261	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
MAGNUM, P.I.-CONT'D																																			
8.00 - 8.30														A 21.4	35	1783	1674	725	252	780	204	398	395	409	305	595	185	336	303	308	221	135	39A	164	112
8.30 - 9.00														A 23.6	37	1966	1699	719	251	776	207	416	413	415	287	602	182	349	315	328	219	162	45A	159	113
9.00 - 9.30														A 24.2	37	2016	1655	701	261	756	189	432	443	405	260	685	235	430	378	344	230	132	27V	82A	54A
9.30 - 10.00														A 24.0	36	1999	1671	707	256	755	204	441	447	404	245	697	261	448	392	333	224	144	34A	75A	51A
MATT HOUSTON																																			
1 SUN. 8.00P 60 ABC PD 99														A 19.4	31	1616	2024	778	355	885	365	644	528	419	205	751	300	526	488	358	194	170	71A	218	125A
8.00 - 8.30														B 19.4	31	1616	2024	778	355	885	365	644	528	419	205	751	300	526	488	358	194	170	71	218	125
8.30 - 9.00														A 18.4	30	1533	2096	789	351	903	390	668	545	408	199	733	276	488	450	357	214	169	72A	291	188
														A 20.3	31	1691	1962	768	359	869	343	624	516	426	210	769	318	561	524	363	178	173	71A	151	68A
NAT'L LEAGUE CHAMP-PRE 1(S)																																			
2 THU. 8.00P 17 ABC SC 99														A 14.4	25	1200	1310	416	79A	425	87A	128A	127A	155A	262	739	199A	415	383	403	291	84A	35V	62A	60A
NAT'L LEAGUE CHAMP-GM 1(S)																																			
2 THU. 8.17P 175 ABC SE 99														A 20.0	31	1666	1438	464	131A	495	98A	199	207	223	262	797	200	429	424	440	321	72A	26V	74A	20V
8.30 - 9.00														A 17.3	28	1441	1376	417	106A	431	84A	152A	147A	179	255	822	201	449	417	463	332	85A	25V	38V	31V
9.00 - 9.30														A 20.2	31	1683	1567	482	128A	523	98A	197	201	210	296	833	216	475	455	478	319	117A	54A	94A	32V
9.30 - 10.00														A 20.8	31	1733	1471	460	119A	484	96A	190	192	194	265	812	207	459	460	455	314	92A	40A	83A	17V
10.00 - 10.30														A 22.0	34	1833	1420	474	145	510	93A	218	235	252	253	787	195	407	419	425	325	41A	10V	82A	12V
10.30 - 11.00														A 20.8	33	1733	1436	475	157	514	106A	228	247	263	241	785	194	395	412	426	326	51A	15V	86A	8V
NAT'L LEAGUE CHAMP PRE 2(S)																																			
2 SAT. 8.00P 15 ABC SC 97														A 12.1	22	1008	1427	503	201A	503	109A	235A	235A	253	256	772	201A	421	451	450	281	64A	20V	88A	18V
NAT'L LEAGUE CHAMP GM 2(S)																																			
2 SAT. 8.15P 180 ABC SE 97														A 18.6	32	1549	1598	534	195	575	159	284	262	261	264	852	283	500	484	420	293	47A	12V	124A	63A
8.30 - 9.00														A 16.0	28	1333	1503	499	186	499	101A	209	210	249	278	817	233	434	445	437	320	58A	17V	129A	48A
9.00 - 9.30														A 18.0	30	1499	1740	549	210	594	174	305	275	272	268	903	338	547	512	410	311	57A	14V	186	104A
9.30 - 10.00														A 18.8	31	1566	1622	544	199	591	169	307	271	266	268	870	300	508	463	399	321	45A	15V	116A	66A
10.00 - 10.30														A 20.1	34	1674	1603	531	192	587	173	287	258	244	265	871	295	521	500	419	282	27V	7V	118A	59A
10.30 - 11.00														A 20.9	35	1741	1600	549	191	603	184	314	286	264	254	854	288	515	514	428	264	41A	5V	102A	56A
NAT'L LEAGUE CHAMP PRE 3(S)																																			
2 SUN. 8.00P 15 ABC SC 99														A 19.4	32	1616	1661	524	208	562	127A	250	252	267	273	901	292	558	576	467	254	115A	40A	83A	64A
NAT'L LEAGUE CHAMP GM 3(S)																																			
2 SUN. 8.15P 170 ABC SE 99														A 21.0	32	1749	1603	540	235	567	143	282	274	279	253	889	282	535	518	465	283	91A	31V	56A	38A
8.30 - 9.00														A 21.1	32	1758	1703	562	223	594	163	293	286	274	261	910	278	551	566	501	257	106A	40A	93A	68A
9.00 - 9.30														A 21.2	31	1766	1612	553	234	577	134A	290	277	290	256	898	295	543	539	462	279	83A	15V	54A	41A
9.30 - 10.00														A 22.3	32	1858	1591	545	245	565	130	280	271	287	253	884	269	510	509	475	305	85A	31V	57A	44A
10.00 - 10.30														A 20.4	31	1699	1570	536	265	567	141	295	298	300	238	872	277	522	484	454	292	94A	40A	37A	20V
10.30 - 11.00														A 20.2	32	1683	1533	507	218	534	135A	264	255	262	247	886	293	543	480	435	300	81A	31V	32V	15V
NBC MONDAY NIGHT MOVIES																																			
MON. 9.00P 120 NBC FF 98 99														A 13.0	20	1083	1524	708	334	756	235	459	453	402	233	576	212	341	340	283	167	107A	46A	85A	39A
9.00 - 9.30														B 13.0	20	1083	1524	708	334	756	235	459	453	402	233	576	212	341	340	283	167	107	46	85	39
9.30 - 10.00														A 13.3	20	1108	1610	698	312	747	226	430	425	388	249	549	186	324	313	283	170	137	58A	177	94A
10.00 - 10.30														A 12.9	20	1075	1553	704	324	747	240	455	441	390	230	564	207	336	330	281	165	112A	49A	130	48A
10.30 - 11.00														A 12.8	20	1066	1443	703	336	746	235	464	458	398	223	583	222	344	345	273	174	89A	37A	25V	12V
														A 12.9	21	1075	1493	731	362	784	236	487	490	436	230	615	236	366	377	301	166	90A	44A	LT	LT
NBC NEWS CAPSULE-M-F																																			
1 MWTHF 8.58P 1 NBC N 91 89														A 13.0	20	1083	1792	744	260	805	278	457	405	350	290	507	186	298	265	216	177	181	113	299	215
1 TUE. 9.07P 1														B 13.0	20	1083	1792	744	260	805	278	457	405	350	290	507	186	298	265	216	177	181	113	299	215
2 M-F 8.58P 1																																			

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORKING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	WOMEN 18-25			35-55+		TOTAL	18-34	MEN 18-25			35-55+		TOTAL FEM.	TOTAL 6-11		
																	18-49	25-54	35-64	55+			18-49	25-54	35-64	55+						
EVENING CONT'D																																
NBC NEWS CAPSULE-2-M-F						5	183	184	A	13.2	21	1100	1735	713	273	764	306	470	439	333	226	617	249	390	345	276	182	186	94	168	112	
1 TUE. 9.59P						1	NBC N		B	13.2	21	1100	1735	713	273	764	306	470	439	333	226	617	249	390	345	276	182	186	94	168	112	
1 THU. 9.58P						1																										
2 MON. 9.56P						1																										
2 W & F 9.58P						1																										
NBC NEWS CAPSULE-SAT						2	175	176	A	12.2	21	1016	1966	655	229	720	220	382	330	295	262	483	171	285	275	202	157	376	193	387	302	
SAT. 8.58P						1	NBC N		B	12.2	21	1016	1966	655	229	720	220	382	330	295	262	483	171	285	275	202	157	376	193	387	302	
NBC NEWS CAPSULE-2-SAT.						1	176		A	9.3	16	775	1885	659	226	692	160	389	347	370	245	533	128	335	305	296	183	306	202	354	213	
1 SAT. 9.58P						1	NBC N		B	9.3	16	775	1885	659	226	692	160	389	347	370	245	533	128	335	305	296	183	306	202	354	213	
NBC NEWS CAPSULE-SUN						2	180	178	A	14.6	22	1216	1882	704	275	751	273	474	443	340	224	664	241	457	410	346	179	200	78	267	210	
SUN. 8.58P						1	NBC N		B	14.6	22	1216	1882	704	275	751	273	474	443	340	224	664	241	457	410	346	179	200	78	267	210	
NBC NEWS CAPSULE-2-SUN.						1	182		A	16.6	24	1383	1867	632	234	700	282	549	522	372	97	782	420	605	489	334	149	318	172	67	67	
2 SUN. 9.49P						1	NBC N		B	16.6	24	1383	1867	632	234	700	282	549	522	372	97	782	420	605	489	334	149	318	172	67	67	
NBC NIGHTLY NEWS-SAT.						1	162		A	7.7	15	641	1680	647	156	741	124	326	301	392	381	462	87	220	195	293	232	338	197	139	105	
2 SAT. 6.30P						30	NBC N		B	7.7	15	641	1680	647	156	741	124	326	301	392	381	462	87	220	195	293	232	338	197	139	105	
NBC NIGHTLY NEWS-SUN.						1	143		A	3.9	9	325	1369	441	74	502	95	172	148	185	293	626	152	251	311	265	315	69	LT	172	83	
1 SUN. 6.30P						30	NBC N		B	3.9	9	325	1369	441	74	502	95	172	148	185	293	626	152	251	311	265	315	69	LT	172	83	
NBC NIGHTLY NEWS						10	203	207	A	9.9	20	825	1491	713	224	743	161	358	330	364	349	595	130	249	258	294	301	64	39	89	71	
M-F 6.30P						30	NBC N		B	9.9	20	825	1491	713	224	743	161	358	330	364	349	595	130	249	258	294	301	64	39	89	71	
NBC SUNDAY NIGHT MOVIE						1	196		A	18.3	28	1524	1833	599	244	686	327	561	497	317	79	779	451	644	489	304	108	295	143	73	69	
2 SUN. 9.00P						120	NBC FF		B	18.3	28	1524	1833	599	244	686	327	561	497	317	79	779	451	644	489	304	108	295	143	73	69	
9.00 - 9.30									A	17.9	26	1491	1814	620	231	702	300	568	502	332	85	763	406	598	439	328	136	271	129	78	67	
9.30 - 10.00									A	19.1	28	1591	1808	604	244	687	308	559	514	341	77	750	435	622	472	295	101	301	161	70	66	
10.00 - 10.30									A	19.1	30	1591	1828	584	255	669	321	543	490	302	77	790	475	667	516	291	97	304	136	65	65	
10.30 - 11.00									A	16.9	28	1408	1905	593	248	694	349	583	489	293	77	821	492	694	541	307	99	312	149	78	78	
NBC TUE MOVIE OF THE WEEK(S)						194			A	11.9	19	991	1528	698	254	717	242	440	394	397	206	663	304	440	330	265	181	64	23	84	45	
2 TUE. 9.00P						120	NBC FF		A	12.5	19	1041	1616	745	274	766	234	443	439	451	238	630	263	410	328	267	189	80	49	140	85	
9.00 - 9.30									A	11.7	18	975	1524	698	277	716	234	425	384	409	215	630	311	432	297	235	166	46	16	132	67	
9.30 - 10.00									A	11.8	19	983	1484	655	231	674	233	424	370	362	190	706	326	472	352	287	190	54	8	50	23	
10.00 - 10.30									A	11.5	20	958	1473	688	230	707	268	469	373	363	181	689	314	452	339	275	185	77	18	LT	LT	
NBC TUESDAY MOVIE(S)						196			A	13.0	20	1083	1599	745	230	797	310	469	368	277	293	609	208	374	317	276	214	131	61	62	44	
1 TUE. 9.09P						120	NBC FF		A	12.2	18	1016	1636	732	219	782	316	470	375	280	278	619	184	382	324	304	218	126	61	109	86	
9.00 - 9.30									A	13.4	20	1116	1641	725	202	791	322	476	369	276	279	608	203	370	306	276	216	147	64	95	73	
9.30 - 10.00									A	13.4	21	1116	1622	776	237	822	314	490	375	284	300	625	209	363	311	284	236	137	77	38	27	
10.00 - 10.30									A	13.2	22	1100	1531	730	234	778	297	437	339	250	312	588	225	386	328	257	188	132	60	33	18	
10.30 - 11.00																																
NEWSBREAK-M-F						10	185	181	A	16.5	26	1374	1663	687	246	756	241	420	395	351	277	527	181	309	284	253	186	159	74	221	148	
1 MW 8.58P						1	CBS N		B	16.5	26	1374	1663	687	246	756	241	420	395	351	277	527	181	309	284	253	186	159	74	221	148	
1 TUE. 9.06P						2																										
1 THU. 8.51P						1																										
2 MON. 8.57P						2																										
2 TU-F 8.58P						1																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														WOMEN					MEN													
														18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.
EVENING CONT'D																																
NEWSBREAK-SAT.																																
1 SAT.		8.57P	2	CBS N	2	191	188	A	11.8	21	983	2026	726	237	750	195	426	407	375	280	528	194	358	338	282	158	278	75	470	348		
2 SAT.		8.58P	1			95	96	B	11.8	21	983	2026	726	237	750	195	426	407	375	280	528	194	358	338	282	158	278	75	470	348		
NEWSBREAK-SUN.																																
SUN.		8.58P	1	CBS N	2	189	185	A	16.4	25	1366	1638	820	349	876	241	423	436	401	368	479	120	205	216	265	223	79	79	204	131		
						95	95	B	16.4	25	1366	1638	820	349	876	241	423	436	401	368	479	120	205	216	265	223	79	79	204	131		
9 TO 5																																
1 TUE.		9.40P	30	ABC CS	1	197		A	22.4	34	1866	1808	836	380	949	391	656	566	435	231	471	202	321	281	195	122	247	136	141	103		
						99		B	22.4	34	1866	1808	836	380	949	391	656	566	435	231	471	202	321	281	195	122	247	136	141	103		
NL CHAMP PRE 2-RAINOUT 2(S)																																
2 FRI.		8.00P	33	ABC SC	2(S)		200	A	11.3	22	941	1463	534	215	574	129	221	254	264	320	754	261	429	359	361	294	61	LT	74	36		
		8.00 - 8.30					99	A	11.4	22	950	1477	536	217	579	129	221	255	267	324	754	259	431	354	364	294	63	LT	81	38		
ONE DAY AT A TIME																																
SUN.		9.30P	30	CBS CS	2	199	198	A	19.6	29	1633	1627	781	341	858	243	441	438	410	345	475	153	257	265	232	178	145	93	149	104		
						99	99	B	19.6	29	1633	1627	781	341	858	243	441	438	410	345	475	153	257	265	232	178	145	93	149	104		
POWERS OF MATTHEW STAR																																
FRI.		8.00P	60	NBC GD	4	195	194	A	12.4	22	1033	2093	772	339	849	324	548	437	429	226	625	222	420	371	324	169	303	137	316	246		
		8.00 - 8.30				97	96	B	12.3	23	1025	1982	747	288	823	304	518	452	414	244	612	210	410	367	337	172	262	135	285	216		
		8.30 - 9.00						A	12.2	22	1016	2068	793	325	848	317	530	428	421	238	615	213	404	358	317	174	302	143	303	237		
								A	12.6	22	1050	2107	751	349	849	335	567	442	430	213	634	231	438	388	329	162	298	129	326	254		
PRIVATE BENJAMIN																																
MON.		8.30P	30	CBS CS	2	197	198	A	17.1	26	1424	1763	683	269	760	292	490	433	339	214	538	207	369	331	238	148	222	126	243	185		
						99	98	B	17.1	26	1424	1763	683	269	760	292	490	433	339	214	538	207	369	331	238	148	222	126	243	185		
QUINCY, M.E.																																
						2	203	A	14.9	25	1241	1630	792	258	828	278	481	476	352	282	552	226	375	324	229	153	162	97	88	65		
WED. 10.00P 60 NBC OP 99 99																																
		10.00 - 10.30						A	14.6	24	1216	1677	790	264	830	299	493	473	338	273	545	232	371	310	221	149	185	101	117	90		
		10.30 - 11.00						A	15.1	26	1258	1579	796	254	827	258	472	478	365	291	557	222	377	335	234	156	137	91	58	39		
REAL PEOPLE																																
WED.		8.00P	60	NBC PV	3	212	210	A	17.3	28	1441	1841	807	289	865	287	475	414	340	326	553	172	288	272	243	214	201	115	222	162		
		8.00 - 8.30				99	98	B	16.9	27	1408	1842	779	264	838	280	461	394	341	320	593	203	330	297	247	226	168	85	243	176		
		8.30 - 9.00						A	16.7	27	1391	1823	820	295	868	284	470	412	334	332	538	164	268	249	232	219	195	121	222	164		
								A	17.9	28	1491	1846	789	282	857	285	475	414	347	319	563	177	305	293	251	207	205	109	221	156		
REMINGTON STEELE																																
FRI.		10.00P	60	NBC GD	2	199	200	A	13.9	25	1158	1728	663	303	738	278	486	482	367	187	615	213	375	392	309	178	185	54	190	139		
		10.00 - 10.30				99	99	B	13.9	25	1158	1728	663	303	738	278	486	482	367	187	615	213	375	392	309	178	185	54	190	139		
		10.30 - 11.00						A	14.3	25	1191	1752	661	301	730	266	475	480	372	189	619	214	378	389	315	177	206	55	197	143		
								A	13.5	25	1125	1695	663	302	744	294	497	485	357	181	610	210	369	395	300	178	162	51	179	133		
RIPLEY'S BELIEVE IT-NOT																																
1 SUN.		7.00P	60	ABC U	2	188		A	10.8	20	900	2417	852	343	982	460	762	577	420	177	872	290	589	549	478	210	242	92	321	217		
		7.00 - 7.30				97		B	11.4	20	950	2305	733	263	832	371	611	521	371	177	867	339	622	564	442	176	275	118	331	255		
		7.30 - 8.00						A	10.5	20	875	2425	866	343	977	458	747	577	418	179	902	308	611	565	490	211	226	78	320	206		
								A	11.2	20	933	2375	823	336	971	456	762	568	418	173	829	266	560	522	463	207	255	105	320	223		
SEVEN BRIDES/SEVEN BROS.																																
WED.		8.00P	60	CBS MD	2	196	189	A	15.0	24	1250	1606	721	291	822	292	421	384	350	313	382	132	198	183	168	143	187	105	215	128		
		8.00 - 8.30				99	96	B	15.0	24	1250	1606	721	291	822	292	421	384	350	313	382	132	198	183	168	143	187	105	215	128		
		8.30 - 9.00						A	14.2	23	1183	1617	731	299	828	287	417	378	353	324	391	137	207	186	172	144	188	106	210	118		
								A	15.9	25	1324	1583	709	278	811	292	421	383	346	304	372	129	192	180	163	139	180	103	220	137		
SILVER SPOONS																																
SAT.		8.30P	30	NBC CS	3	202	202	A	14.7	26	1225	2013	691	240	759	237	432	368	316	256	493	173	298	268	211	157	373	180	388	297		
						99	96	B	14.9	26	1241	1993	718	255	777	233	434	387	351	269	476	145	291	267	229	156	352	186	388	288		
SIMON & SIMON																																
2 THU.		9.00P	60	CBS PD	1		193	A	24.8	36	2066	1621	729	239	789	253	429	418	384	292	538	201	328	297	271	173	145	38	149	89		
		9.00 - 9.30					99	B	24.8	36	2066	1621	729	239	789	253	429	418	384	292	538	201	328	297	271	173	145	38	149	89		
		9.30 - 10.00						A	24.7	36	2058	1633	720	237	776	252	427	411	375	286	542	209	332	299	267	174	155	36	160	93		
								A	24.9	36	2074	1603	737	241	801	252	433	425	394	296	529	192	321	290	273	170	134	39	139	83		

31

32 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																								
VOYAGERS-CONT'D																																								
SUN. 7.00P 60 NBC A 96 96																		B	8.8	15	733	1974	666	337	704	319	517	448	314	148	647	258	434	361	306	185	254	68	369	254
7.00 - 7.30																		A	7.5	13	625	1880	639	350	655	286	489	425	320	138^	622	229	408	336	305	188^	276	81^	327	231
7.30 - 8.00																		A	10.1	17	841	2036	684	323	737	344	533	466	303	155	663	279	452	378	305	183	237	58^	399	270
WALT DISNEY																																								
SAT. 8.00P 60 CBS FV 98 99																		A	13.6	24	1133	2033	686	239	724	213	415	402	350	267	486	185	329	301	238	147	285	94^	538	404
8.00 - 8.30																		B	13.6	24	1133	2033	686	239	724	213	415	402	350	267	486	185	329	301	238	147	285	94	538	404
8.30 - 9.00																		A	13.4	24	1116	1959	668	219	703	190	376	376	340	284	454	164	302	276	226	145	285	93^	517	380
																		A	13.9	24	1158	2079	696	255	734	229	443	425	353	249	503	202	347	320	245	143	285	96^	557	424
WRLDS-GRST ESCAPE ARTIST(S)																																								
1 FRI. 8.00P 60 ABC DO 98 100																		A	9.4	17	783	1918	823	106^	823	299^	506	491	399	250^	681	323	524	403	295^	136^	90^	39v	324	218^
8.00 - 8.30																		A	9.2	17	766	1905	848	106^	848	293^	524	501	417	265^	682	289^	520	391	322	141^	67v	52v	308^	207^
8.30 - 9.00																		A	9.7	17	808	1894	782	101^	782	297	481	475	377	229^	668	350	517	407	261^	127^	111^	25v	333	223^
*LATE FRINGE																																								
ABC NEWS:NIGHTLINE-MON																																								
1 MON. 12.02A 37 ABC N 96 98																		A	4.2	18	350	1417	547	160^	589	139^	342^	348	323^	189^	792	329^	520	512	298^	263^	36v	LT	LT	LT
2 MON. 12.05A 46																		B	4.2	18	350	1417	547	160	589	139	342	348	323	189	792	329	520	512	298	263	36	LT	LT	LT
12.00 - 12.30																		A	4.6	18	383	1483	634	211^	663	146^	407	425	399	181^	794	326	531	516	316^	252^	26v	LT	LT	LT
12.30 - 1.00																		A	3.6	19	300	1157	311^	24v	311^	47v	150v	103v	177v	161v	763^	300^	459^	459^	263^	304^	83v	LT	LT	LT
ABC NEWS:NIGHTLINE-T-F																																								
8 185 190																		A	6.2	18	516	1300	549	173	610	185	393	371	334	187	663	221	413	382	296	203	21v	13v	LT	LT
1 TUE. 11.40P 20 ABC N 96 97																		B	6.2	18	516	1300	549	173	610	185	393	371	334	187	663	221	413	382	296	203	21	13	LT	LT
W & F 11.30P 30																																								
1 THU. 11.30P 37																																								
2 TUE. 11.42P 18																																								
2 THU. 11.48P 12																																								
11.30 - 12.00																		A	6.2	18	516	1312	549	178	612	186	397	374	334	186	672	226	420	384	300	206	22v	14v	LT	LT
ABC NEWS:NIGHTLINE-TUE(B)																																								
1 TUE. 12.00M 19 ABC N 189 96																		A	4.6	17	383	1384	559^	110v	603^	143v	499^	421^	356^	104v	781	358^	567^	524^	383^	173^	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-TUE(B)																																								
2 TUE. 12.00M 18 ABC N 190 97																		A	3.9	15	325	1012	360^	167v	406^	114v	218^	210^	225^	150v	606^	157v	323^	341^	276^	265^	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-THU(B)																																								
2 THU. 12.00M 21 ABC N 193 97																		A	4.4	16	367	1218	486^	156v	521^	202^	330^	264^	207^	191^	602^	98v	337^	272^	275^	265^	LT	LT	87v	87v
ABC WEEKEND REPORT-SAT.																																								
1 SAT. 11.00P 15 ABC N 88 87																		A	5.3	11	441	1190	563	212^	626	186^	351	331	346	215^	535	155^	326	260^	285	157^	29v	16v	LT	LT
2 SAT. 11.15P 15																		B	5.3	11	441	1190	563	212	626	186	351	331	346	215	535	155	326	260	285	157	29	16	LT	LT
ABC WEEKEND REPORT-SUN.																																								
1 SUN. 11.05P 15 ABC N 92 91																		A	4.3	10	358	1517	541	145^	569	183^	359	369	272^	173^	779	248^	525	453	374	232^	116^	31v	53v	53v
2 SUN. 11.24P 15																		B	4.3	10	358	1517	541	145	569	183	359	369	272	173	779	248	525	453	374	232	116	31	53	53
CBS NEWS NIGHTWATCH-1																																								
2 M-THSU 2.00A 30 CBS N 5 81																		A	1.5	19	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 M-THSU 2.30A 210 CBS N 5 110																		B	1.5	19	125	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2.30 - 3.00																		A	1.1	25	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
3.00 - 3.30																		A	1.3	21	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CONT'D																																								
																		A	1.1	21	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT

36 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
LATE FRINGE CONT'D																																
LATE MOVIE I																																
1 M & TH		11.30P	71	CBS	FF	20	161 161	A	5.5	20	458	1258	677 315	769 279	493 461	394 195	424 163	284 257	195 103	52	22	48	25	13	13							
1 TUE.		11.39P	71				86 86	B	5.5	20	458	1271	654 275	732 244	458 437	382 201	481 202	339 281	220 109					LT	LT							
1 WED.		11.30P	79																													
1 FRI.		11.30P	78																													
2 MON.		12.00M	72																													
2 TUE.		11.30P	72																													
2 WED.		11.30P	70																													
2 THU.		11.30P	71																													
2 FRI.		12.02A	81																													
		11.30 - 12.00						A	6.0	17	500	1288	705 328	790 258	482 477	426 224	448 170	294 271	208 112	34	22			16	14							
		12.00 - 12.30						A	5.5	21	458	1266	699 299	784 289	511 471	395 190	422 160	289 268	201 97	47	19			13	13							
		12.30 - 1.00						A	5.1	24	425	1144	548 341	701 296	512 412	347 127	351 163	217 161	108 110	92	12			LT	LT							
		1.00 - 1.30						A	4.1	21	342	880	39 129	129	LT	90	129	491 111	280 353	242 138	260	35			LT	LT						
LATE MOVIE II																																
1 MON.		12.41A	41	CBS	FF	20	162 160	A	3.8	24	317	1136	541 267	658 296	495 423	287 131	415 157	284 252	196 91	37	LT			26	26							
1 TUE.		12.50A	47				86 86	B	4.0	24	333	1136	554 238	653 247	475 420	332 148	435 186	304 251	195 102	31	19			17	17							
1 WED.		12.49A	40																													
1 THU.		12.41A	45																													
1 FRI.		12.48A	39																													
2 MON.		1.12A	48																													
2 TUE.		12.42A	52																													
2 WED.		12.40A	53																													
2 THU.		12.41A	48																													
2 FRI.		1.23A	38																													
		12.30 - 1.00						A	3.7	21	308	1383	581 88	581 254	276 143	22 305	715 190	436 279	246 279	25	LT			62	62							
		1.00 - 1.30						A	3.7	24	308	1123	522 285	652 295	510 418	276 133	426 169	296 253	195 82	LT	LT			32	32							
		1.30 - 2.00						A	3.3	25	275	1091	520 175	607 258	476 498	305 76	316 109	181 181	120 135	168	LT			LT	LT							
LOVE BOAT-12.00																																
WED.		12.00M	68	ABC	CS	2	158 159	A	2.6	12	217	1157	424 128	507 240	327 254	198 115	650 332	558 383	244 92	LT	LT			LT	LT							
		12.00 - 12.30						B	2.6	12	217	1157	424 128	507 240	327 254	198 115	650 332	558 383	244 92	LT	LT			LT	LT							
		12.30 - 1.00						A	2.8	11	233	1124	390 133	471 219	308 236	184 111	653 323	546 390	257 107	LT	LT			LT	LT							
								A	2.6	14	217	1124	428 128	506 249	332 253	198 105	618 332	553 377	221 65	LT	LT			LT	LT							
NBC LATE NIGHT MOVIE																																
1 SUN.		11.30P	42	NBC	FF	2	52 57	A	1.3	4	108	1694	749 166	749 333	519 408	186 230	870 379	647 583	297 223	75	LT			LT	LT							
2 SUN.		11.30P	45				37 38	B	1.3	4	108	1694	749 166	749 333	519 408	186 230	870 379	647 583	297 223	75	LT			LT	LT							
		11.30 - 12.00						A	1.4	4	117	1855	811 171	811 384	589 453	205 222	940 417	725 632	344 215	104	LT			LT	LT							
NBC NEWS OVERNIGHT-M-F																																
1 M & TH		1.30A	30	NBC	N	10	147 149	A	1.5	14	125	472	152 LT	160 LT	120 120	128 40	280 152	216 200	64 64	LT	LT			LT	LT							
1 TUE.		1.39A	31				88 87	B	1.5	14	125	472	152 LT	160 LT	120 120	128 40	280 152	216 200	64 64	LT	LT			LT	LT							
1 WED.		1.30A	33																													
1 FRI.		2.00A	30																													
2 MON.		1.30A	45																													
2 TU & W		1.30A	42																													
2 THU.		1.30A	44																													
2 FRI.		2.00A	47																													
		1.30 - 2.00						A	1.5	14	125	424	119 LT	136 LT	88 88	120 48	288 152	224 200	72 64	LT	LT			LT	LT							
		2.00 - 2.30						A	1.7	14	142	472	247 LT	247 LT	57 57	134 190	225 LT	56 56	56 169	LT	LT			LT	LT							
SATURDAY NIGHT CONT'D																																
						2	192 191	A	6.7	20	558	1591	585 244	603 314	462 355	213 127	572 340	490 425	200 60	308 153					108 47							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													WOMEN					MEN																	
													18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
LATE FRINGE CONT'D																																			
SATURDAY NIGHT-CONT'D																																			
1 SAT. 11.30P 82 NBC GV 97 97													B	6.7	20	558	1591	585	244	603	314	462	355	213	127	572	340	490	425	200	60	308	153	108	47
2 SAT. 11.30P 81													A	7.4	19	616	1659	600	251	623	306	451	393	229	151	610	333	499	438	232	94	292	132	134	68
11.30 - 12.00													A	6.9	21	575	1643	617	268	638	337	510	371	243	109	561	346	506	436	192	37	357	189	87	29
12.00 - 12.30													A	5.7	21	475	1349	489	181	488	264	373	249	139	115	507	327	432	368	157	40	257	133	97	40
12.30 - 1.00													A	2.9	15	242	1174	504	219	538	253	393	301	170	145	505	347	410	302	95	95	86	86	45	45
SCTV NETWORK													B	2.9	15	242	1174	504	219	538	253	393	301	170	145	505	347	410	302	95	95	86	86	45	45
2 FRI. 12.30A 90 NBC GV 184 96													A	3.9	16	325	1274	643	333	692	280	473	430	258	219	474	272	342	255	141	132	LT	LT	108	108
12.30 - 1.00													A	2.5	13	208	1202	452	140	486	241	327	187	86	159	586	413	471	360	58	115	130	130	LT	LT
1.00 - 1.30													A	2.2	14	183	1022	344	121	344	230	344	224	114	LT	481	426	481	334	55	LT	197	197	LT	LT
1.30 - 2.00													A	6.1	20	508	1386	684	174	718	199	404	391	377	257	555	201	368	330	266	148	77	48	36	24
TONIGHT SHOW													B	6.1	20	508	1386	684	174	718	199	404	391	377	257	555	201	368	330	266	148	77	48	36	24
1 MWTHF 11.30P 60 NBC GV 204 208													A	6.7	19	558	1448	716	170	750	211	413	395	387	275	595	203	392	353	295	162	70	44	33	24
1 TUE. 11.39P 60													A	5.5	21	458	1301	653	170	679	186	395	388	364	234	504	199	334	299	226	131	83	50	35	22
2 M-F 11.30P 60													A	2.2	12	183	1164	525	252	651	334	448	290	202	203	503	235	404	355	180	88	LT	LT	LT	LT
11.30 - 12.00													B	2.2	12	183	1164	525	252	651	334	448	290	202	203	503	235	404	355	180	88	LT	LT	LT	LT
12.00 - 12.30													A	2.6	10	217	1065	442	139	502	286	341	184	138	161	563	222	384	383	212	129	LT	LT	LT	LT
VEGAS-12.00																																			
1 THU. 12.07A 68 ABC PD 153 153													A	2.2	12	183	1164	525	252	651	334	448	290	202	203	503	235	404	355	180	88	LT	LT	LT	LT
2 THU. 12.21A 68													B	2.2	12	183	1164	525	252	651	334	448	290	202	203	503	235	404	355	180	88	LT	LT	LT	LT
12.00 - 12.30													A	2.6	10	217	1065	442	139	502	286	341	184	138	161	563	222	384	383	212	129	LT	LT	LT	LT
12.30 - 1.00													A	2.3	12	192	1172	540	250	666	338	442	286	209	224	506	262	417	323	155	89	LT	LT	LT	LT
1.00 - 1.30													A	1.7	12	142	1099	578	409	712	275	486	353	211	226	387	204	387	387	183	LT	LT	LT	LT	
*WEEKDAY DAYTIME																																			
ABC DAYTIME NEWSBRIEF-M-F 10 175 172													A	8.1	30	675	1350	869	200	961	414	672	515	412	228	212	120	139	105	69	60	67	52	110	22
M-F 1.57P 2 ABC N 93 90													B	8.1	30	675	1350	869	200	961	414	672	515	412	228	212	120	139	105	69	60	67	52	110	22
ABC NEWS THIS MORNING-645 10 141 145													A	2.0	20	167	323	156	113	186	102	102	72	84	84	83	LT	30	35	35	30	54	30	LT	LT
M-F 6.45A 15 ABC N 87 87													B	2.0	20	167	323	156	113	186	102	102	72	84	84	83	LT	30	35	35	30	54	30	LT	LT
ALL MY CHILDREN 10 202 201													A	9.2	35	766	1316	853	192	962	424	687	508	413	218	193	110	126	98	55	55	64	45	97	23
M-F 1.00P 60 ABC DD 98 98													B	9.2	35	766	1316	853	192	962	424	687	508	413	218	193	110	126	98	55	55	64	45	97	23
1.00 - 1.30													A	8.7	33	725	1294	835	191	951	421	680	497	405	216	195	111	126	99	55	54	58	41	90	23
1.30 - 2.00													A	9.7	36	808	1322	865	195	966	423	690	517	419	218	191	109	123	98	57	54	64	47	101	23
AMER. LEAGUE CHAMP PRE 3(S) 205													A	8.9	34	741	1240	468	147	526	213	278	240	153	206	538	133	212	225	245	313	72	54	104	22
2 FRI. 3.00P 18 ABC SC 99																																			
AMER. LEAGUE CHAMP GM 3(S) 205													A	11.8	36	983	1327	478	109	516	143	231	219	191	256	686	163	319	310	360	345	47	10	78	35
2 FRI. 3.18P 174 ABC SE 99																																			
3.30 - 4.00													A	10.2	35	850	1355	472	134	502	147	228	235	168	234	630	161	274	241	294	356	81	43	142	42
4.00 - 4.30													A	10.7	34	891	1312	426	98	494	155	222	202	160	247	685	186	357	366	347	299	34	LT	99	41
4.30 - 5.00													A	11.1	33	925	1375	449	91	484	123	196	194	173	261	704	184	348	348	363	329	50	LT	137	49
5.00 - 5.30													A	12.7	37	1058	1313	480	91	505	149	233	205	173	246	731	154	330	341	401	366	22	LT	55	55
5.30 - 6.00													A	14.2	39	1183	1250	504	93	527	124	247	235	229	255	677	144	298	279	374	358	33	LT	13	13
ANOTHER WORLD 10 201 203													A	4.5	18	375	1107	802	103	877	241	366	371	431	434	139	65	97	70	39	40	43	40	48	14
M-F 2.00P 60 NBC DD 99 99													B	4.5	18	375	1107	802	103	877	241	366	371	431	434	139	65	97	70	39	40	43	40	48	14
2.00 - 2.30													A	4.5	18	375	1117	801	102	881	256	381	371	419	427	151	63	106	83	50	43	37	37	48	14
2.30 - 3.00													A	4.5	18	375	1072	794	98	867	224	347	366	441	437	118	59	75	48	24	40	39	37	48	19

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
PROGRAM NAME														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)							
WEEKDAY DAYTIME CONT'D																																			
GOOD MORNING, AMERICA-730										10	206	206	A	5.2	29	433	1072	698	189	724	174	362	388	316	306	314	96	134	140	84	156	15	LT	19	LT
M-F 7.30A 30 ABC N										99	99	B	5.2	29	433	1072	698	189	724	174	362	388	316	306	314	96	134	140	84	156	15	LT	19	LT	
GOOD MORNING, AMERICA-830										10	202	204	A	5.5	29	458	1083	729	103	760	175	334	391	364	327	272	96	131	109	58	131	11	LT	40	LT
M-F 8.30A 30 ABC N										99	99	B	5.5	29	458	1083	729	103	760	175	334	391	364	327	272	96	131	109	58	131	11	LT	40	LT	
GUIDING LIGHT										15	200	198	A	7.5	27	625	1190	814	116	928	244	471	475	454	379	130	61	89	47	39	41	74	36	58	29
M-F 3.00P 60 CBS DD										99	99	B	7.6	27	633	1255	856	170	961	268	512	484	489	385	156	72	97	58	55	58	71	42	67	47	
3.00 - 3.30												A	7.3	28	608	1181	832	115	942	244	475	483	462	387	126	57	84	45	37	42	60	30	53	23	
3.30 - 4.00												A	7.6	26	633	1207	809	120	926	245	473	476	453	375	130	61	89	48	39	41	91	45	60	33	
LOVE BOAT DAYTIME										10	181	173	A	4.3	22	358	1318	695	102	751	385	534	369	299	142	302	154	226	193	112	53	92	56	173	56
M-F 11.00A 60 ABC CS										93	87	B	4.3	22	358	1318	695	102	751	385	534	369	299	142	302	154	226	193	112	53	92	56	173	56	
11.00 - 11.30												A	4.0	21	333	1309	695	96	740	385	527	365	288	136	281	135	200	178	111	59	92	59	196	64	
11.30 - 12.00												A	4.7	23	392	1265	668	107	726	377	520	351	286	136	298	161	231	194	101	46	88	51	153	54	
NBC SPECIAL TREAT(S)											158		A	3.6	12	300	1797	649	156	742	442	582	367	224	149	174	113	134	134	21	40	391	184	490	490
2 TUE. 4.00P 60 NBC FV											89		A	3.2	11	267	1629	614	124	726	457	602	317	209	124	161	101	101	101	LT	60	293	172	449	449
4.00 - 4.30												A	4.1	13	342	1851	659	178	726	418	548	391	222	161	176	119	154	154	35	22	442	180	507	507	
NEWSBREAK-11.57										15	175	176	A	6.1	29	508	1220	721	108	754	174	337	348	355	346	330	110	137	80	83	181	39	LT	97	15
M-F 11.57A 2 CBS N										90	91	B	6.3	30	525	1218	699	102	763	177	349	345	371	355	349	112	158	120	113	173	26	LT	80	10	
NEWSBREAK-3.57										15	186	188	A	5.9	20	491	1136	770	125	866	221	447	442	445	344	135	66	92	46	39	43	84	40	51	37

M-F	3.57P	2	CBS	N		97	98		B	6.0	20	500	1160	818	173	913	236	496	467	492	358	143	73	91	49	41	50	67	35	37	27
NL CHAMP PRE 1-RAINOUT(S)	2 WED.	3.00P	19	ABC	SC		199		A	8.1	31	675	1470	621	172	638	195	369	278	174	269	628	112	281	294	310	313	162	124	42	LT
NL CHAMP GM 1-RAINOUT(S)	2 WED.	3.19P	94	ABC	SE		201		A	10.8	34	900	1356	508	145	522	159	251	234	137	253	680	147	285	259	317	369	129	75	25	LT
		3.30 - 4.00							A	10.0	32	833	1489	516	125	539	173	290	262	151	241	665	134	274	249	330	359	216	154	69	LT
		4.00 - 4.30							A	11.5	36	958	1281	523	152	531	151	242	230	148	264	664	153	267	237	289	372	86	33	LT	LT
		4.30 - 5.00							A	11.9	36	991	1338	480	156	487	146	209	216	118	255	757	163	344	315	368	391	85	35	9	9
ONE LIFE TO LIVE	M-F	2.00P	60	ABC	DD	10	201	197	A	8.0	32	666	1314	863	251	928	435	661	514	391	199	222	120	137	96	51	73	71	65	93	19
							99	98	B	8.0	32	666	1314	863	251	928	435	661	514	391	199	222	120	137	96	51	73	71	65	93	19
		2.00 - 2.30							A	7.9	31	658	1290	851	245	913	423	645	504	392	200	217	118	136	98	50	70	65	61	95	19
		2.30 - 3.00							A	8.2	33	683	1303	857	251	923	440	664	511	383	192	216	120	133	88	47	73	73	66	91	20
PRICE IS RIGHT 1	M-F	11.00A	30	CBS	AP	15	198	198	A	6.3	34	525	1274	789	103	814	211	365	377	331	391	328	120	144	104	70	168	41	11	91	21
							99	99	B	6.4	34	533	1256	738	100	789	200	361	357	346	382	359	123	171	131	120	168	29	LT	79	16
PRICE IS RIGHT 2	M-F	11.30A	30	CBS	AP	15	198	199	A	7.5	37	625	1286	770	97	801	190	339	348	346	407	340	111	138	85	84	190	62	10	83	12
							99	99	B	7.5	36	625	1277	736	102	794	193	352	341	361	397	365	113	159	118	126	189	44	LT	74	8
RYAN'S HOPE	M-F	12.30P	30	ABC	DD	10	174	175	A	5.8	25	483	1174	717	162	802	352	548	431	331	201	217	107	133	124	81	68	72	56	83	25
							95	95	B	5.8	25	483	1174	717	162	802	352	548	431	331	201	217	107	133	124	81	68	72	56	83	25
SEARCH FOR TOMORROW	M-F	12.30P	30	NBC	DD	10	168	171	A	2.5	11	208	1130	813	183	861	202	370	390	418	399	168	57	86	67	58	82	29	LT	72	LT
							89	89	B	2.5	11	208	1130	813	183	861	202	370	390	418	399	168	57	86	67	58	82	29	LT	72	LT
TATTLETALES	M-F	4.00P	30	CBS	QG	15	106	106	A	2.4	8	200	1190	799	100	855	255	455	441	390	300	230	70	84	56	39	140	50	LT	55	LT
							60	60	B	2.4	8	200	1258	821	132	878	241	461	431	390	335	273	80	92	59	58	178	46	LT	61	LT

44 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

ESTIMATES (Alphabetic)												1ST OCT. 1982 REPORT																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR						NET	PROG. TYPE	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
								K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54			35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
TEXAS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																											
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
WK # DAY		START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
						WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																						
AMER. LEAGUE CHAMP-CONT'D																																						
		4.30 - 5.00						A	15.1	36	1258			1363	409	137^	439	95^	157^	152^	148^	265	758	195	375	376	372	331	135^	66^	31^	17^						
		5.00 - 5.30						A	16.9	42	1408			1415	468	123^	488	82^	163^	179	191	290	732	184	364	347	357	323	169^	88^	26^	11^						
		5.30 - 6.00						A	17.7	43	1474			1438	492	149^	512	93^	187	194	197	295	769	196	374	358	397	350	134^	64^	23^	LT						
		6.00 - 6.30						A	18.2	40	1516			1414	457	139^	474	102^	186	195	173	257	776	208	396	412	417	315	91^	34^	73^	36^						
AMER. LEAGUE CHAMP PRE 5(S)											198	A	13.1	34	1091	1425	467	143^	483	79^	185^	201^	247	270	739	183^	418	419	462	264	107^	18^	96^	47^				
2 SUN.		4.00P	22	ABC	SC						99																											
AMER. LEAGUE CHAMP GM 5(S)											203	A	23.8	47	1983	1618	505	193	543	102^	213	230	278	286	878	275	535	531	453	288	110^	25^	87^	55^				
2 SUN.		4.22P	207	ABC	SE						99																											
		4.30 - 5.00						A	20.1	47	1674			1527	457	187	479	80^	175	198	257	269	837	268	518	504	443	267	112^	33^	99^	47^						
		5.00 - 5.30						A	22.5	50	1874			1542	482	202	515	88^	190	205	281	279	853	273	500	494	420	294	102^	22^	72^	49^						
		5.30 - 6.00						A	24.4	51	2033			1541	480	199	519	99^	210	210	280	275	839	273	484	493	393	298	96^	22^	87^	55^						
		6.00 - 6.30						A	25.7	49	2141			1583	486	173	527	106^	201	215	252	283	892	281	531	523	443	312	100^	13^	64^	37^						
		6.30 - 7.00						A	25.2	46	2099			1683	537	175	574	101^	210	231	271	318	929	295	567	550	466	313	113^	24^	67^	45^						
		7.00 - 7.30						A	27.1	46	2257			1733	555	201	603	116	260	288	315	291	914	295	586	584	496	267	111	30^	105^	72^						
AMERICAN BANDSTAND '82											39	A	4.9	15	408	1789	397^	285^	490^	324^	369^	163^	80^	121^	653	140^	498^	395^	427^	118^	335^	335^	311^	311^				
2 SAT.		1.06P	24	ABC	PC			B	4.6	16	383																											
ASK NBC NEWS-8:28AM											4	A	4.4	32	367	1698	161^	17^	161^	161^	161^	17^	LT	LT	74^	44^	74^	57^	30^	LT	329^	43^	1134	611				
SAT.		8.28A	2	NBC	CN			B	4.5	32	375			1644	191	42	204	153	153	58	51	41	163	89	135	104	74	LT	257	43	1020	598						
ASK NBC NEWS-8:58AM											4	A	4.2	22	350	1391	171^	69^	171^	171^	171^	28^	LT	LT	77^	52^	77^	68^	25^	LT	277^	20^	866	386				
SAT. 8.58A 2 NBC CN 96 97											B	5.0	26	417	1460	186	58	220	160	171	59	35	49	130	74	97	59	23	33	286	97	824	483					
ASK NBC NEWS-10:28AM											4	A	7.5	30	625	1690	231	112^	248	192^	241	71^	56^	7^	166^	81^	117^	100^	85^	49^	381	148^	895	452				
SAT.		10.28A	2	NBC	CN			B	7.7	31	641			1732	254	104	287	197	254	107	76	33	163	103	129	111	60	24	347	148	935	505						
ASK NBC NEWS-10:58AM											4	A	6.7	26	558	1703	241	96^	257	184^	215^	72^	73^	42^	189^	134^	170^	121^	55^	19^	471	133^	786	386				
SAT.		10.58A	2	NBC	CN			B	6.7	26	558			1685	247	85	268	172	213	101	79	49	182	130	159	123	52	10	369	140	866	468						
ASK NBC NEWS-11:58AM											4	A	5.7	22	475	1783	231^	74^	285	178^	208^	84^	71^	52^	262	198^	246^	175^	64^	16^	532	131^	704	390				
SAT.		11.58A	2	NBC	CN			B	5.6	22	466			1695	264	100	300	167	194	103	99	72	273	197	237	161	76	17	431	145	691	398						
BEST/KIDS-PEOPLE TOO I											4	A	1.6	8	133	895^	346^	LT	496^	360^	391^	256^	113^	60^	211^	150^	158^	83^	61^	53^	LT	LT	165^	98^				
1 SUN.		9.30A	32	ABC	CL			B	1.5	7	125			1203	360	83	473	259	401	295	202	48	452	317	349	276	115	76	51	LT	227	163						
2 SUN.		9.30A	30					A	1.6	8	133			887^	353^	38^	496^	361^	399^	255^	112^	60^	203^	142^	142^	67^	61^	61^	LT	LT	165^	90^						
BEST/KIDS-PEOPLE TOO II											4	A	2.4	11	200	1105	320^	LT	316^	190^	190^	140^	91^	50^	280^	125^	225^	130^	155^	55^	269^	94^	240^	240^				
1 SUN.		10.02A	28	ABC	CL			B	2.1	9	175			1485	318	71	370	224	287	179	127	42	319	170	237	122	134	71	323	137	473	460						
2 SUN.		10.00A	30																																			
BLACK STAR											2	A	4.1	16	342	1702	492^	252^	518^	426^	494^	439^	92^	LT	318^	83^	216^	216^	182^	102^	LT	LT	866	519^				
1 SAT.		1.00P	30	CBS	CA			B	4.6	16	383			1754	378	240	452	350	394	262	86	47	395	249	323	226	102	72	113	57	794	485						
BUGS BUNNY/ROAD RUNNER 1											4	A	3.9	17	325	1471	372^	157^	372^	169^	193^	133^	120^	142^	207^	67^	80^	64^	53^	118^	160^	34^	732	394				
SAT.		9.30A	30	CBS	CA			B	4.1	18	342			1457	327	163	361	182	220	163	115	111	256	163	169	98	52	83	179	46	661	320						
BUGS BUNNY/ROAD RUNNER 2											4	A	5.1	21	425	1579	289	118^	308	136^	160^	114^	71^	131^	221^	103^	117^	61^	33^	100^	130^	35^	920	511				
SAT.		10.00A	30	CBS	CA			B	5.3	22	441			1521	288	122	307	145	183	131	89	106	272	167	187	99	64	79	182	55	760	418						
CAPTAIN KANGAROO-SAT											3	A	.9	13	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
2 SAT.		7.00A	60	CBS	CL			B	.9	13	75			LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
CONT'D																																						

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
IN THE NEWS-11.56AM SAT. 11.56A 3 CBS CN 4 171 160						A	3.4	13	283	1562	322	230	350	120	209	177	199	123	336	98	123	126	78	182	99	66	777	477					
IN THE NEWS-12.26PM 1 SAT. 12.26P 3 CBS CN 3 168 88						B	3.5	14	292	1551	334	189	400	183	259	208	188	98	289	128	151	97	83	116	174	103	688	400					
IN THE NEWS-12.26PM(B) 2 SAT. 12.26P 3 CBS CN 141 71						A	2.9	10	242	1099	239	112	239	LT	145	194	239	45	272	156	200	114	88	72	180	77	816	350					
IN THE NEWS-12.56PM SAT. 12.56P 3 CBS CN 4 164 136						A	4.5	16	375	1413	272	154	312	161	233	187	122	57	400	102	253	229	219	147	95	95	606	259					
IN THE NEWS-1.26PM 1 SAT. 1.26P 3 CBS CN 2 147 74						B	4.6	16	383	1428	230	120	297	134	188	137	110	89	376	176	261	188	161	115	156	62	599	294					
IN THE NEWS-10.56AM SAT. 10.56A 3 CBS CN 4 196 195						A	4.1	15	342	1722	427	211	453	388	424	375	65	LT	310	73	207	207	184	103	LT	LT	959	600					
IN THE NEWS-11.26AM SAT. 11.26A 3 CBS CN 4 185 173						B	4.6	16	383	1924	375	236	458	346	396	262	95	48	385	242	312	225	100	73	162	85	919	581					
JETSONS SAT. 12.00N 30 NBC CA 4 130 149						A	4.9	19	408	1659	332	120	347	145	201	136	118	123	230	137	157	101	48	58	62	LT	1020	562					
MEATBALL & SPAGHETTI 4 173 160						B	5.1	20	425	1682	318	135	342	157	216	150	109	108	264	172	202	105	70	50	190	59	886	481					
						A	3.7	15	308	1669	418	263	431	142	259	257	267	132	347	176	217	127	123	110	140	59	751	490					
						B	4.2	17	350	1477	311	191	339	129	218	229	172	93	266	144	186	97	102	65	184	97	688	407					
						A	3.8	14	317	2177	285	124	392	270	353	127	122	39	259	155	213	135	104	46	649	227	877	544					
						B	4.0	15	333	1871	286	133	374	245	322	144	129	52	217	135	182	131	75	35	444	197	836	536					
						A	3.3	13	275	1531	367	244	381	116	233	222	244	127	254	101	133	124	80	87	143	91	753	440					
SAT. 11.30A 30 CBS CA 90 86						B	3.6	14	300	1595	353	193	408	193	277	226	190	91	230	115	144	92	81	66	208	122	749	397					
MEET THE PRESS 2 156 158						A	2.6	10	217	1088	616	78	649	115	179	83	184	465	383	138	152	111	97	231	47	28	LT	LT					
SUN. 12.00N 30 NBC CC 92 91						B	2.6	10	217	1088	616	78	649	115	179	83	184	465	383	138	152	111	97	231	47	28	LT	LT					
MORK/LAVERNE/FONZ HOUR-1 3 186 187						A	6.4	26	533	1811	191	56	224	141	192	140	71	23	192	94	169	129	94	23	336	102	1059	764					
SAT. 10.00A 30 ABC CA 96 98						B	6.6	27	550	1856	146	78	197	123	154	132	59	26	173	102	158	91	69	15	440	238	1046	747					
MORK/LAVERNE/FONZ HOUR-2 3 186 166						A	6.6	26	550	2285	363	185	420	201	263	176	148	121	299	173	235	162	122	46	321	131	1245	790					
SAT. 10.30A 30 ABC CA 96 83						B	6.6	26	550	2181	267	179	345	174	216	174	123	88	231	137	187	120	90	31	406	247	1199	769					
NBC MAJOR LEAGUE PRE GAME 22 195						A	4.6	17	383	1546	292	55	292	198	266	232	94	LT	815	277	546	455	417	235	89	89	350	94					
1 SAT. 2.00P 15 NBC SC 98						B	4.7	17	392																								
NBC MAJOR LEAGUE BASEBALL 23 195						A	6.4	19	533	1295	342	82	345	71	128	137	176	186	846	314	504	447	374	311	40	19	64	53					
1 SAT. 2.15P 307 NBC SE 98						B	6.3	21	525																								
2.30 - 3.00						A	5.6	19	466	1208	323	37	323	86	144	155	151	144	739	283	395	341	271	301	95	51	51	51					
3.00 - 3.30						A	5.9	20	491	1246	350	110	350	98	171	186	190	148	776	259	310	318	344	404	63	63	57	57					
3.30 - 4.00						A	6.3	20	525	1105	263	77	263	86	96	97	113	153	776	236	337	331	321	391	15	15	51	51					
4.00 - 4.30						A	6.9	22	575	1287	386	138	386	90	212	236	237	150	744	267	397	351	303	329	42	42	115	115					
4.30 - 5.00						A	7.1	22	591	1293	240	85	240	LT	64	100	184	140	892	367	531	472	344	341	LT	LT	161	161					
5.00 - 5.30						A	7.3	21	608	1462	348	82	348	43	109	105	196	200	1052	383	757	655	509	295	62	LT	LT	LT					
5.30 - 6.00						A	6.5	18	541	1359	355	45	355	49	73	60	170	246	895	379	671	585	423	224	109	LT	LT	LT					
6.00 - 6.30						A	5.7	15	475	1160	373	17	373	35	45	56	180	282	787	259	473	430	403	250	LT	LT	LT	LT					
6.30 - 7.00						A	6.7	17	558	1192	297	72	329	72	86	76	122	220	863	282	519	434	461	312	LT	LT	LT	LT					
7.00 - 7.30						A	7.4	17	616	1599	493	182	493	125	224	256	224	237	900	368	584	483	390	291	LT	LT	206	75					
NBC NFL '82 SPECIAL(S) 184						A	1.9	6	158	1241	538	209	538	367	367	209	LT	171	690	386	551	374	222	139	LT	LT	LT	LT					
1 SUN. 3.00P 30 NBC SC 96																																	
NBC NFL '82 SP.(S) 185						A	4.2	12	350	1137	306	149	306	32	123	195	274	111	623	183	431	414	440	149	114	LT	94	94					
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK	#	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																				
NBC NFL '82 SP.(S)-CONT'D																																				
2	SUN.	3.30P	33	NBC	SC		93		A	4.3	12	358	1092	302	26	117	189	276	113	601	163	414	400	438	142	97	LT	92	92							
NBC SUNDAY FOOTBALL GM. 1(S)																																				
2	SUN.	4.03P	168	NBC	SE		191		A	2.4	5	200	1380	309	115	155	195	125	114	594	270	335	276	300	229	201	25	276	276							
NBC SUNDAY FOOTBALL POST(S)																																				
2	SUN.	6.48P	12	NBC	SC		180		A	2.0	4	167	1024	407	264	264	210	59	143	521	276	360	347	245	90	96	LT	LT	LT							
NBC SUNDAY FOOTBALL GAME1(S)																																				
1	SUN.	3.30P	175	NBC	SE		178		A	2.4	6	200	1080	315	100	175	125	110	150	615	155	415	365	395	180	80	25	60	45							
NCAA FOOTBALL-CBS																																				
1	SAT.	3.40P	189	CBS	SE		4 192 196		A	9.0	25	750	1420	384	137	206	165	169	194	772	254	454	440	369	268	86	23	136	109							
2	SAT.	1.30P	203				99 99		B	9.3	26	775	1345	384	111	197	184	186	184	760	247	438	433	375	267	78	27	94	72							
NCAA FOOTBALL-PRE																																				
1	SAT.	12.00N	28	ABC	SC		2 204		A	5.6	23	466	1217	249	75	249	180	180	104	583	197	332	378	316	126	41	41	344	206							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B	8.7	28	725	1291	337	106	213	195	148	118	768	231	428	456	400	261	85	39	78	55							
NCAA FOOTBALL GAME																																				
1	SAT.	12.29P	218	ABC	SE		3 203 207		A	8.9	28	741	1238	320	111	187	184	144	117	766	184	416	449	440	277	67	44	70	40							
2	SAT.	4.55P	13				99 99		B																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
NCAA FOOTBALL-POST						3	198	129	A	7.0	17	583	1568	522	186	540	206	312	230	170	228	837	246	459	447	445	334	85	85	106	75		
1 SAT. 4.07P						6	ABC	SC	99	67	B	6.9	18	575	1487	453	174	465	187	282	239	162	174	794	310	492	445	351	274	92	69	136	101
2 SAT. 6.54P						6																											
NCAA TODAY-CBS						4	187	196	A	6.8	22	566	1279	326	138	331	119	184	152	127	142	739	292	459	407	319	249	89	8	120	81		
1 SAT. 3.30P						10	CBS	SC	99	99	B	5.7	19	475	1329	342	131	348	110	206	182	162	129	731	289	473	385	349	239	104	22	146	98
2 SAT. 1.00P						30																											
NCAA GAME 1-SPECIAL(S)						193			A	4.9	17	408	1123	243	111	255	140	140	101	22	115	657	233	393	335	277	231	76	27	135	44		
1 SUN. 1.00P						177	CBS	SE	90																								
1.00 - 1.30									A	4.9	19	408	1061	249	118	276	181	181	79	54	95	528	251	274	232	146	206	97	LT	160	74		
1.30 - 2.00									A	5.5	20	458	1251	292	109	292	157	157	109	35	135	700	290	466	421	261	199	58	LT	201	86		
2.00 - 2.30									A	5.2	19	433	1095	214	53	214	52	52	52	19	162	686	240	452	388	310	206	82	26	113	67		
2.30 - 3.00									A	5.4	18	450	991	145	87	145	87	87	87	13	58	696	220	467	390	367	203	77	22	73	38		
3.00 - 3.30									A	4.0	13	333	1198	265	175	286	196	196	175	LT	90	688	213	372	283	285	294	86	54	138	LT		
3.30 - 4.00									A	3.9	12	325	1145	289	166	329	187	187	147	LT	142	637	139	277	224	299	336	80	80	99	LT		
NCAA GAME 2-SPECIAL(S)						194			A	3.6	9	300	1053	273	67	273	83	86	32	70	164	570	264	393	313	240	143	120	87	90	LT		
1 SUN. 4.04P						124	CBS	SE	94																								
4.00 - 4.30									A	3.8	10	317	785	227	48	227	63	69	41	63	152	359	101	198	189	186	136	76	76	123	LT		
4.30 - 5.00									A	3.1	7	258	1078	248	31	248	54	66	31	93	163	558	272	384	225	212	147	105	105	167	LT		
5.00 - 5.30									A	3.5	8	292	1250	377	148	377	161	161	35	86	181	677	339	502	411	287	130	161	92	35	LT		
5.30 - 6.00									A	3.8	8	317	1148	287	51	287	54	54	38	60	195	691	316	489	387	300	167	138	75	32	LT		
NCAA TODAY POST-CBS						3	135	163	A	7.6	19	633	1536	444	96	550	194	275	189	181	236	823	269	487	476	369	284	54	17	109	86		
1 SAT. 6.47P						12	CBS	SC	75	92	B	7.5	19	625	1490	431	115	509	170	265	210	189	207	839	276	489	495	390	290	50	17	92	75
2 SAT. 4.53P						7																											
NEW FAT ALBERT SHOW						4	163	136	A	4.1	15	342	1518	281	167	325	179	246	185	120	58	387	117	264	226	214	123	84	84	722	302		
1 SAT. 12.30P						30	CBS	CA	89	73	B	4.4	16	367	1531	225	127	298	162	194	112	90	87	371	185	268	197	160	103	157	68	705	324
NFL TODAY SPECIAL EDITION(S)						177			A	3.9	16	325	1077	182	145	286	138	138	138	108	148	603	277	333	209	213	270	LT	LT	188	107		
1 SUN. 12.30P						30	CBS	SC	93																								
NFL TODAY SPECIAL EDITION(S)						171			A	5.7	20	475	1131	420	152	455	143	143	204	196	251	566	399	399	284	104	167	110	LT	LT	LT		
2 SUN. 12.30P						30	CBS	SC	92																								
PAC-MAN/RASCALS/RICHIE-1						3	195	195	A	6.1	34	508	1632	127	47	170	98	129	94	72	33	95	54	95	84	41	LT	268	67	1099	798		
1 SAT. 8.30A						30	ABC	CA	99	99	B	6.5	35	541	1699	107	29	132	83	102	82	49	25	83	52	78	71	31	LT	336	145	1148	822
PAC-MAN/RASCALS/RICHIE-2						3	195	196	A	7.8	35	650	1863	142	53	177	106	145	112	71	26	147	80	136	111	67	LT	317	114	1222	901		
1 SAT. 9.00A						30	ABC	CA	99	99	B	8.2	37	683	1726	127	33	148	102	126	105	46	19	109	62	102	88	47	LT	329	123	1140	807
PAC-MAN/RASCALS/RICHIE-3						3	195	196	A	8.7	37	725	1851	147	69	187	109	159	115	78	22	121	60	115	100	61	LT	300	91	1243	877		
1 SAT. 9.30A						30	ABC	CA	99	99	B	9.0	38	750	1764	136	44	166	104	145	111	62	18	90	46	86	76	44	LT	334	129	1174	822
PANDAMONIUM						4	185	173	A	4.0	16	333	1913	397	209	407	168	260	222	211	116	342	172	226	140	123	101	133	60	1031	615		
1 SAT. 11.00A						30	CBS	CA	93	91	B	4.6	18	383	1646	308	171	332	143	225	207	152	82	279	151	207	107	107	61	199	96	836	480
POPEYE/OLIVE SHOW(B)						141			A	3.0	10	250	1268	232	124	232	LT	128	176	232	56	351	147	228	228	125	123	292	64	393	280		
2 SAT. 12.00N						30	CBS	CA	69																								
POPEYE/OLIVE COMEDY SHOW						3	168		A	4.1	17	342	1626	365	193	441	239	363	205	156	78	164	50	94	44	44	70	111	111	910	331		
1 SAT. 12.00N						30	CBS	CA	88		B	4.0	15	333	1671	313	173	393	239	281	140	122	77	251	132	176	109	86	75	202	82	825	349
RAZZMATAZZ(S)						115			A	3.3	13	275	1625	534	229	556	262	304	303	203	214	421	39	301	301	320	120	LT	LT	648	396		
1 SAT. 1.30P						30	CBS	CL	63																								

57

58 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																			
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																
																									TOTAL		18-34		WOMEN 18-49		25-54		35-64		55+		TOTAL		18-34		MEN 18-49		25-54		35-64		55+				
WEEKEND DAYTIME CONT'D																																																			
USA-WORLD-AMATUR BOXING										2 184		A	4.9 15	408	1370	334^	86v	361^137v	181^132v	106v155^	872	320^	482^419^	329^357^	85v	85v	52v	36v																							
1 SAT. 4.13P 47 ABC SE										97		B	5.0 15	417	1420	348	62	362 108	213 218	182 109	777	318	483 401	297 278	138	83	143	132																							
4.30 - 5.00												A	5.0 15	417	1453	353^	84v	384^134v	170^144v	106v177^	930	350^	532^446^	355^373^	93v	93v	46v	39v																							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 27, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,660 22.4				23,240 27.9							
	ABC TV						THAT'S INCREDIBLE (OP)					ABC MONDAY NIGHT MOVIE THE OUTLAW JOSEY WALES(R) (9:00-11:31PM) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)						13,490 16.2	15.1*		17.3*	15.7	15.1*		15.7*		15.8*		16.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 14.6	23 15.5	17.0	25 17.5	26 15.3	22 15.0	15.8	24 15.6	15.5	25 16.0	16.3	27 16.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,660 22.4		17,240 20.7		29,160 35.0							
	CBS TV						SQUARE PEGS		PRIVATE BENJAMIN (OP)		CBS SPEC. MOVIE PRES.-MON DROP-OUT FATHER							
	AVERAGE AUDIENCE (Households (000) & %)						15,580 18.7		15,080 18.1		19,830 23.8	24.2*		23.9*		24.1*		23.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 18.5	27 18.8	27 17.7	30 18.6	37 23.7	35 24.7	24.0	36 23.8	38 24.2	38 24.1	38 23.1	38 23.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,660 23.6				18,160 21.8							
	NBC TV						LITTLE HOUSE NW BEGINNING (OP)				NBC MONDAY NIGHT MOVIES ON THE ROAD AGAIN (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						15,990 19.2	18.0*		20.4*	11,160 13.4	14.6*		13.6*		12.7*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 17.1	28 19.0	30 20.3	30 20.5	21 14.9	21 14.2	13.7	20 13.4	20 12.8	20 12.6	21 12.8	21 12.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,910 21.5				23,820 28.6							
	ABC TV						THAT'S INCREDIBLE (OP)					ABC MONDAY NIGHT MOVIE COAL MINER'S DAUGHTER (9:00-11:22PM) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)						12,740 15.3	14.4*		16.2*	15,990 19.2	17.5*		19.2*		20.0*		19.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 14.0	23 14.8	25 16.2	25 16.3	30 16.9	27 18.0	18.7	30 19.7	31 20.0	31 20.1	32 19.9	32 19.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,990 18.0		15,330 18.4		24,990 30.0							
	CBS TV						SQUARE PEGS		PRIVATE BENJAMIN (OP)		SPEC. MOVIE PRESENT.-CBS BARE ESSENCE, PART 1 (9:00-11:30PM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						12,740 15.3		13,410 16.1		16,410 19.7	19.3*		20.4*		20.8*		20.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 15.0	25 15.6	25 15.5	28 16.7	31 18.7	30 10.0	20.3	31 20.4	32 20.9	32 20.7	32 20.3	32 19.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,660 22.4				16,910 20.3							
	NBC TV						LITTLE HOUSE NW BEGINNING (OP)				NBC MONDAY NIGHT MOVIES HOPSCOTCH (OP)							
	AVERAGE AUDIENCE (Households (000) & %)						14,830 17.8	17.5*		18.1*	10,410 12.5	12.0*		12.1*		12.8*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 16.7	28 18.3	28 18.4	28 17.7	19 12.4	19 11.6	11.9	19 12.4	20 12.7	20 12.9	21 13.0	21 13.2
TV HOUSEHOLDS USING TV		WK. 1	56.1	57.7	59.7	61.5	63.4	65.9	67.4	68.7	69.5	69.0	67.8	65.5	63.7	62.5	61.0	59.2
(See Def. 1)		WK. 2	52.9	55.5	57.2	59.1	61.0	63.4	64.3	65.0	64.3	64.6	64.7	65.4	65.4	64.8	63.1	61.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. MON. OCT. 4, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.28, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,580 23.5		20,160 24.2		22,660 27.2		21,240 25.5		20,160 24.2			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,410 19.7		17,830 21.4		20,160 24.2		18,660 22.4		15,990 19.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 17.7		33 20.1		36 23.0		34 22.9		32 19.7		19.6 19.0	18.8* 18.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,240 19.5				22,740 27.3							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,750 12.9				15,910 19.1							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 11.9				30 17.9							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					15,240 18.3				18,240 21.9							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,160 13.4				10,830 13.0							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 11.9				20 12.1							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					15,080 18.1		30,400 36.5									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,830 16.6		17,160 20.6									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.6		33 17.4									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					17,910 21.5				26,490 31.8							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,330 13.6				18,660 22.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.4				36 20.3							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					16,740 20.1				17,910 21.5							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,410 14.9				9,910 11.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 12.8				19 12.9							
TV HOUSEHOLDS USING TV		WK. 1	54.3	56.6	56.9	58.3	60.2	62.7	63.9	65.2	66.6	67.3	67.1	66.4	64.2	61.9	60.1
(See Def. 1)		WK. 2	53.6	55.4	56.5	57.7	59.2	60.4	62.3	63.9	64.9	65.3	64.5	64.5	64.1	62.2	60.0

U.S. TV Households: 83,300,000

(1) AMER. LEAGUE CHAMP-PRE 1, ABC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.5, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.29, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

18,990
22.8

GOLD MONKEY

25,160
30.2

ABC MOVIE SPECIAL
MONEY ON THE SIDE
(OP)

13,660
16.4 15.5* 17.4* 21.0 19.5* 21.5* 21.7* 21.2*
26 26* 27* 33 30* 32* 34* 35*
15.2 15.8 16.7 18.1 19.1 19.9 21.4 21.7 22.0 21.5 21.5 20.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

16,490
19.8

SEVEN BRIDES/SEVEN BROS.
(OP)

19,740
23.7

CBS SPEC. MOVIE PRES.-WED
LIFE OF THE PARTY:
THE STORY OF BEATRICE

12,000
14.4 13.2* 15.7* 15.7 15.3* 16.0* 16.3* 15.1*
23 22* 24* 25 23* 24* 26* 25*
12.7 13.7 15.3 16.0 15.4 15.2 15.9 16.1 16.2 16.4 15.3 15.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

19,830
23.8

REAL PEOPLE
(OP)

18,410
22.1

FACTS OF LIFE

16,240
19.5

FAMILY TIES
(SUS-OP)

14,740
17.7

QUINCY, M.E.

14,990
18.0 17.2* 18.8* 19.0 17.2 14.5* 14.5*
29 29* 29* 29 26 23 23* 24*
16.7 17.8 18.7 18.8 18.6 19.5 17.5 16.9 14.4 14.6 14.6 14.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

13,580 26,910
16.3 32.3
(1)
(-OP)

AMER. LEAGUE CHAMP-GN 2
MILWAUKEE VS. CALIFORNIA
(8:17-10:42PM)
(OP)

12,910 16,160
15.5 19.4 17.5* 19.9* 20.5* 21.3*
27 31 28* 31* 31* 34*
15.4 16.3 17.2 17.9 19.6 20.1 20.2 20.9 21.2 21.5 19.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

17,080
20.5

SEVEN BRIDES/SEVEN BROS.
(OP)

14,240
17.1

ALICE

15,830
19.0

FILTHY RICH

17,910
21.5

TUCKER'S WITCH

12,990
15.6 15.1* 16.1* 15.3 16.5 16.4* 16.4*
25 25* 25* 23 25 27* 30*
14.3 15.8 16.2 16.0 14.9 15.6 16.2 16.7 16.5 16.3 16.4 16.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

18,910
22.7

REAL PEOPLE
(OP)

18,660
22.4

FACTS OF LIFE

17,740
21.3

FAMILY TIES
(OP)

16,990
20.4

QUINCY, M.E.

13,830
16.6 16.1* 17.0* 19.5 18.1 14.6* 15.7*
26 26* 27* 30 28 24* 29*
15.8 16.5 16.7 17.3 19.0 20.1 18.1 18.1 14.3 15.0 15.5 15.9

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

53.2	55.2	56.0	57.6	58.7	61.4	63.9	64.9	65.3	66.1	66.3	66.2	64.4	63.2	60.8	59.2
54.7	57.2	58.7	59.1	60.5	62.3	63.3	64.7	65.5	66.2	65.0	64.6	61.3	59.1	56.2	51.9

U.S. TV Households: 83,300,000
(1) AMER. LEAGUE CHAMP-PRE 2, ABC, (8:00-8:17PM)(S)

For explanation of symbols, See page A

EVE.WED. OCT.6, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 30, 1982

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TIME																	
W	TOTAL AUDIENCE (Households (000) & %)					13,410 16.1		12,830 15.4		21,240 25.5				19,240 23.1			
	ABC TV					JOANIE LOVES CHACHI		STAR OF THE FAMILY		TOO CLOSE FOR COMFORT (OP)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)					11,250 13.5		11,410 13.7		17,910 21.5		20.6*		22.3*		14,660 17.6	15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 13.1	13.9	22 13.3	14.2	33 19.2	32 22.1	34 22.9	30 21.8	31 20.1	26 18.5	28 16.7	28 15.1
E	TOTAL AUDIENCE (Households (000) & %)					27,990 33.6								16,410 19.7			
	CBS TV					MAGNUM, P.I. (OP)								KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					19,240 23.1	21.4*		22.8*		24.2*		24.0*	13,410 16.1	16.2*		16.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					37 20.6	36 22.2	37 22.7	37 22.9	37 24.4	37 24.0	36 24.1	36 23.8	27 16.3	26 16.1	28 16.1	28 16.0
1	TOTAL AUDIENCE (Households (000) & %)					14,580 17.5				9,250 11.1		9,910 11.9		18,160 21.8			
	NBC TV					FAME (OP)				CHEERS		TAXI (OP)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 12.8	12.4*		13.1*	8,080 9.7		9,080 10.9		15,160 18.2	18.2*		18.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 12.6	21 12.3	21 13.2	21 13.0	15 9.7	16 9.6	16 10.2	11.6	31 17.9	29 18.5	32 18.7	32 17.8
W	TOTAL AUDIENCE (Households (000) & %)					12,990 15.6	28,820 34.6										
	ABC TV					(1) (-OP)				NAT'L LEAGUE CHAMP-GM 1 ST. LOUIS VS ATLANTA (8:17-11:12PM)(OP)(-OP) (SUS-TAKING 11:12-11:17PM)							
	AVERAGE AUDIENCE (Households (000) & %)					12,000 14.4	16,660 20.0		17.3*		20.2*		20.8*		22.0*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.3	31 16.0	28 16.7	28 17.9	31 19.9	31 20.6	31 21.0	31 20.6	34 21.6	34 22.4	33 21.5	33 20.1
E	TOTAL AUDIENCE (Households (000) & %)					24,070 28.9				24,910 29.9				18,330 22.0			
	CBS TV					MAGNUM, P.I. (OP)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					18,990 22.8	21.3*		24.3*	20,660 24.8	24.7*		24.9*	13,990 16.8	16.8*		16.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 20.0	34 22.6	37 23.9	37 24.7	36 24.7	36 24.6	36 25.1	36 24.6	27 17.1	26 16.6	28 16.7	28 17.0
2	TOTAL AUDIENCE (Households (000) & %)					15,740 18.9				13,990 16.8		14,660 17.6		19,990 24.0			
	NBC TV					FAME (OP)				CHEERS		TAXI (SUS-OP)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					12,000 14.4	13.8*		15.0*	12,250 14.7		12,660 15.2		16,240 19.5	19.5*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 13.2	22 14.4	23 14.9	23 15.0	22 14.4	22 15.0	22 14.5	22 16.0	31 19.3	30 19.8	32 20.2	32 18.9
TV HOUSEHOLDS USING TV WK. 1		52.9	55.3	55.9	58.2	59.6	59.7	60.9	62.1	63.8	65.7	66.4	66.2	62.6	61.2	58.6	55.4
(See Def. 1) WK. 2		53.0	54.5	56.2	58.9	61.3	63.1	64.9	66.7	67.3	68.8	68.5	68.2	65.0	63.9	62.5	59.6

U.S. TV Households: 83,300,000

(1) NAT'L LEAGUE CHAMP-PRE 1, ABC, (8:00-8:17PM)(S)

For explanation of symbols, See page A.

EVE. THU. OCT. 7, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 1, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,000 14.4				16,490 19.8							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,830 9.4	9.2*		9.7*	9,080 10.9	9.3*		8.9*		12.4*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 9.1	17 *	9.7	17 *	19 9.5	16 *	8.4	15 *	9.4	22 *	12.8	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,160 23.0				23,160 27.8				19,490 23.4			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,910 16.7	15.8*		17.6*	18,740 22.5	21.3*		23.8*		19.5*		19.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 15.0	29 *	16.7	31 *	38 20.4	36 *	23.6	40 *	19.4	34 *	19.3	35 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					13,410 16.1				15,830 19.0				13,740 16.5			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,750 11.7	11.7*		11.8*	12,830 15.4	14.9*		15.9*		12.5		12.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 11.6	22 *	11.4	21 *	26 14.3	25 *	15.8	26 *	13.2	23 *	12.1	22 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					13,740 16.5		9,500 11.4		8,830 10.6				11,830 14.2			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,410 11.3		8,160 9.8		5,160 6.2	6.1*		6.3*		7,910 9.5	9.0*	10.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 12.0		18 9.5	9.9	11 6.8	11 *	5.9	11 *	8.7	17 9.3	16 *	17 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					19,990 24.0				22,990 27.6				19,740 23.7			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,490 17.4	16.1*		18.6*	19,240 23.1	22.0*		24.2*		16,910 20.3	20.4*	20.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 15.4	29 *	18.1	34 *	40 21.1	38 *	23.8	41 *	20.7	37 20.2	37 *	37 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					14,080 16.9				16,830 20.2				16,740 20.1			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,830 13.0	12.7*		13.3*	14,330 17.2	16.5*		17.8*		12,740 15.3	15.7*	14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.5	23 *	13.1	24 *	30 16.0	29 *	18.0	30 *	28 16.0	28 *	27 *	27 *

TV HOUSEHOLDS USING TV	WK. 1	48.8	50.4	50.6	51.7	53.2	55.3	56.0	57.6	58.7	59.9	60.0	60.2	57.5	57.2	55.6	55.0
(See Def. 1)	WK. 2	50.9	51.9	52.3	52.7	54.5	54.7	55.1	55.6	56.5	57.8	58.3	58.8	56.4	55.2	55.1	53.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. FRI. OCT. 8, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.2, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)						14,740 17.7				25,660 30.8							
	ABC TV						T.J. HOOKER (OP)						LOVE BOAT (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.6	12.6*		14.6*	18,080 21.7	19.3*		21.3*		23.1*		23.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 12.1	25* 13.0		27* 15.1	39 18.9	34* 19.7		37* 21.6		41* 22.8		42* 23.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)						13,410 16.1				17,080 20.5							
	CBS TV						WALT DISNEY THE APPLE DUMPLING GANG RIDES AGAIN, PART 2 (OP)						CBS SAT. NIGHT MOVIE NOT JUST ANOTHER AFFAIR					
	AVERAGE AUDIENCE (Households (000) & %)						9,750 11.7	11.2*		12.3*	10,750 12.9	11.8*		12.3*		13.7*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 11.2	22* 11.3		22* 12.2	23 12.1	21* 11.6		22* 12.7		24* 13.6		25* 13.8
W E K 3	TOTAL AUDIENCE (Households (000) & %)						13,660 16.4		12,830 15.4		11,410 13.7		10,330 12.4		9,580 11.5			
	NBC TV		NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES- (2:15-7:22PM)(SUS-OP)				DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		GIMME A BREAK		LOVE, SIDNEY (OP)		DEVLIN CONNECTION			
	AVERAGE AUDIENCE (Households (000) & %)						11,750 14.1		11,410 13.7		10,160 12.2		8,830 10.6		6,910 8.3		8.3*	8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		7.5	7.4*			27 13.4		25 14.7		21 13.4		19 14.0		15 12.0		15* 10.3	8.5
W E K 4	TOTAL AUDIENCE (Households (000) & %)						10,580 12.7		25,660 30.8									
	ABC TV		(1)				(2)				NAT'L. LEAGUE CHAMP GM 2 ST. LOUIS VS ATLANTA (8:15-11:15PM) (OP)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						10,080 12.1	15,490 18.6		16.0*		18.0*		18.8*		20.1*		20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		5.9				22 12.1	32 13.6		28* 15.6		30* 16.4		31* 17.7		34* 18.8		35* 20.5
W E K 5	TOTAL AUDIENCE (Households (000) & %)						17,740 21.3				21,070 25.3							
	CBS TV						WALT DISNEY FREAKY FRIDAY, PART 1 (OP)						G.E. THEATRE TWO OF A KIND					
	AVERAGE AUDIENCE (Households (000) & %)						12,910 15.5	15.6*		15.5*	13,240 15.9	14.2*		14.9*		16.8*		17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 15.8	27* 15.4		26* 15.6	27 14.3	24* 14.1		25* 14.9		29* 16.6		31* 17.2
W E K 6	TOTAL AUDIENCE (Households (000) & %)						14,330 17.2		15,080 18.1		15,580 18.7		15,240 18.3		12,910 15.5			
	NBC TV						DIFF'RENT STROKES-SAT.		SILVER SPOONS (OP)		GIMME A BREAK		LOVE, SIDNEY (SUS-OP)		DEVLIN CONNECTION			
	AVERAGE AUDIENCE (Households (000) & %)						11,830 14.2		13,080 15.7		13,660 16.4		13,740 16.5		9,750 11.7		12.0*	11.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 12.7		27 15.8		28 15.2		28 16.1		20 12.0		21* 12.1	20* 11.5
TV HOUSEHOLDS USING TV WK. 1			44.7	45.7	46.9	49.1	50.1	52.6	54.2	55.4	57.1	57.0	57.1	57.0	56.2	56.3	55.2	53.6
(See Def. 1) WK. 2			52.0	53.8	54.4	55.6	57.2	58.7	58.8	59.3	58.6	60.0	59.4	59.2	58.0	57.5	56.9	56.0

U.S. TV Households: 83,300,000

(1) NCAA FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

A-13 (2) NAT'L LEAGUE CHAMP PRE 2, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.9, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,000 6.0														
	SHARE OF AUDIENCE %		13														
	AVG. AUD. BY ¼ HR. %		6.0														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		8,910 10.7													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		4,830 5.8	6.5*			5.8*						4.8*			
	SHARE OF AUDIENCE %			18	17 *			18 *						18 *			
	AVG. AUD. BY ¼ HR. %			6.5	6.5	6.4		5.2	4.7					4.8			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		3,920 4.7													
	ABC TV		(1)	ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,750 4.5													
	SHARE OF AUDIENCE %			10													
	AVG. AUD. BY ¼ HR. %		21.7	4.5													
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		11,830 14.2													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		6,410 7.7	8.3*			7.9*						6.6*			
	SHARE OF AUDIENCE %			23	21 *			25 *						24 *			
	AVG. AUD. BY ¼ HR. %			8.3	8.2	8.4		7.5	6.8					6.2			
TV HOUSEHOLDS USING TV WK. 1		47.9	44.5	38.5	36.3	33.9	30.8	27.7	26.0	23.6	20.1	16.2	14.6	13.0	11.4	9.6	8.9
(See Def. 1) WK. 2		51.5	46.5	42.0	37.1	33.6	30.8	28.1	26.1	22.9	20.5	17.6	15.5	13.8	13.1	12.0	10.5

U.S. TV Households: 83,300,000

(1) NAT'L LEAGUE CHAMP GM 2, ST. LOUIS VS ATLANTA, ABC, (8:15-11:15PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.9, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 13,160 15.8		{ 19,740 23.7		{ 23,070 27.7											
	ABC TV		RIPLEY'S BELIEVE IT-NOT				MATT HOUSTON (OP)				ABC SUNDAY NIGHT MOVIE SMOKEY AND THE BANDIT II (9:00-10:53PM)(OP) (SUSTAINING 10:53-11:05PM)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,000 10.8		{ 16,160 19.4		{ 16,740 20.1		{ 20.1* 20.1*		{ 20.4* 30 *		{ 20.2* 32 *		{ 19.7* 32 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 20 11.0		{ 31 17.4		{ 31 20.0		{ 30* 20.2		{ 30* 20.2		{ 32* 20.0		{ 32* 19.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 24,160 29.0		{ 15,080 18.1		{ 14,740 17.7		{ 14,990 18.0		{ 16,580 19.9		{ 14,990 18.0					
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE				GLORIA (OP)				JEFFERSONS			
	AVERAGE AUDIENCE (Households (000) & %)		{ 18,990 22.8		{ 13,660 16.4		{ 13,080 15.7		{ 13,910 16.7		{ 15,160 18.2		{ 12,990 15.6		{ 15.7* 25 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 42 20.1		{ 26 16.5		{ 24 15.4		{ 25 16.1		{ 27 17.7		{ 25 15.7		{ 26* 15.1			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,910 11.9		{ 17,910 21.5		{ 24,660 29.6											
	NBC TV		VOYAGERS				BOB HOPE COMEDY SPECIAL (OP)				J. CARSON ANNIVERSARY SP. (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,080 7.3		{ 13,990 16.8		{ 17,410 20.9		{ 19.9* 30 *		{ 20.7* 31 *		{ 21.6* 34 *		{ 21.3* 35 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 6.4		{ 26 14.5		{ 32 19.5		{ 30* 20.3		{ 31* 20.9		{ 34* 21.7		{ 35* 21.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 16,580 19.9		{ 30,990 37.2													
	ABC TV		AMER. LEAGUE CHAMP GM 5 MILWAUKEE VS CALIFORNIA (4-22-7:49PM)				(1)				NAT'L. LEAGUE CHAMP GM 3 ST. LOUIS VS ATLANTA (OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 27.1* 46 *		{ 16,160 19.4		{ 17,490 21.0		{ 21.1* 32 *		{ 21.2* 31 *		{ 22.3* 32 *		{ 20.4* 31 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 26.9 27.4		{ 32 19.4		{ 32 21.0		{ 32* 21.2		{ 31* 21.0		{ 32* 22.3		{ 31* 19.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 21,570 25.9		{ 15,490 18.6		{ 16,660 20.0		{ 19,580 23.5		{ 19,580 23.5		{ 19,330 23.2					
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE				GLORIA (OP)				JEFFERSONS			
	AVERAGE AUDIENCE (Households (000) & %)		{ 15,410 18.5		{ 13,330 16.0		{ 14,580 17.5		{ 17,080 20.5		{ 17,410 20.9		{ 15,330 18.4		{ 18.7* 29 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 31 16.8		{ 25 15.8		{ 26 16.2		{ 30 19.5		{ 30 21.6		{ 30 19.0		{ 29* 18.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 12,830 15.4		{ 18,080 21.7		{ 23,910 28.7											
	NBC TV		VOYAGERS				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE NATIONAL LAMPOON'S ANIMAL HOUSE(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,580 10.3		{ 14,330 17.2		{ 15,240 18.3		{ 17.9* 28 *		{ 19.1* 28 *		{ 19.1* 30 *		{ 16.9* 28 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 17 7.4		{ 26 15.4		{ 28 18.0		{ 26* 17.9		{ 28* 19.0		{ 30* 19.4		{ 28* 18.6			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.3	52.3	55.0	58.1	60.9	63.4	64.5	64.9	66.3	67.8	67.9	67.2	63.7	62.7	61.8	59.0
		WK. 2	59.1	60.8	60.9	61.8	63.5	65.2	65.9	67.1	68.2	69.4	68.9	68.7	65.1	62.7	61.2	58.2

U.S. TV Households: 83,300,000

(1) NAT'L. LEAGUE CHAMP PRE 3,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.SUN. OCT.10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.3, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,000 4.8 (1)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,750 4.5															
	SHARE OF AUDIENCE %	10															
	AVG. AUD. BY ¼ HR. %	4.9	3.5														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,330 6.4												1,830 2.2			
	CBS TV	CBS SUNDAY NEWS- 050000												CBS NIGHTWATCH SPECIAL (2:00-5:00AM) (-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,330 6.4												830 1.0	1.1*		1.0*
	SHARE OF AUDIENCE %	14												24	15 *		19 *
	AVG. AUD. BY ¼ HR. %	6.4												1.3	1.0	1.1	1.0
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 1,420 1.7															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 750 .9															
	SHARE OF AUDIENCE %	3															
	AVG. AUD. BY ¼ HR. %	1.3	.7														
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.2															
	ABC TV	(2)		(3)													
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.1															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	21.6	4.5	3.8													
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 5.7															
	CBS TV	CBS SUNDAY NEWS- 050000															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,830 5.8															
	SHARE OF AUDIENCE %	12															
	AVG. AUD. BY ¼ HR. %	5.8															
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 1,830 2.2															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,330 1.6															
	SHARE OF AUDIENCE %	5															
	AVG. AUD. BY ¼ HR. %	1.7	1.7														

TV HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 3	WK. 4	WK. 5	WK. 6	WK. 7	WK. 8	WK. 9	WK. 10	WK. 11	WK. 12	WK. 13	WK. 14	WK. 15	WK. 16
(See Def. 1)		48.3	40.3	32.3	27.1	23.7	21.4	18.6	16.7	14.5	12.6	11.4	9.6	7.7	6.4	5.6	4.9
		49.8	42.8	35.9	30.8	25.5	22.6	19.7	17.8	16.0	14.0	12.3	11.1	9.1	8.3	7.4	6.2

U.S. TV Households: 83,300,000

(1)ABC WEEKEND REPORT-SUN.,ABC,(11:05-11:20PM)

A-19(3)ABC WEEKEND REPORT-SUN.,ABC,(11:24-11:39PM)

(2)NAT'L. LEAGUE CHAMP GM 3,ABC,(8:15-11:05PM)(S)

For explanation of symbols, See page A.

EVE.SUN. OCT.10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 27-OCT. 1, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		5,580 6.7	{		5,750 6.9	{		{		{		{		{	
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP)	{		GOOD MORNING, AMERICA-830 (CO-OP)	{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		4,250 5.1	{		4,750 5.7	{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		29 5.1	{		30 5.8	{		{		{		{		{	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,080 3.7	{		3,170 3.8	{		{		{		{		{	
	CBS TV	{		CBS MORNING NEWS 1	{		CBS MORNING NEWS 2	{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,500 3.0	{		2,420 2.9	{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 3.0	{		16 2.8	{		{		{		{		{	
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		3,830 4.6	{		4,250 5.1	{		{		{		{		{	
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP)	{		TODAY SHOW-8.30AM (CO-OP)	{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,080 3.7	{		3,580 4.3	{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		21 3.5	{		23 4.2	{		{		{		{		{	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		5,580 6.7	{		5,160 6.2	{		{		{		{		{	
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP)	{		GOOD MORNING, AMERICA-830 (CO-OP)	{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		4,330 5.2	{		4,330 5.2	{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		28 5.0	{		27 5.4	{		{		{		{		{	
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		3,250 3.9	{		3,330 4.0	{		{		{		{		{	
	CBS TV	{		CBS MORNING NEWS 1	{		CBS MORNING NEWS 2	{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,580 3.1	{		2,750 3.3	{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		17 2.8	{		17 3.3	{		{		{		{		{	
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		4,170 5.0	{		4,500 5.4	{		{		{		{		{	
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP)	{		TODAY SHOW-8.30AM (CO-OP)	{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		3,330 4.0	{		3,750 4.5	{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		22 3.9	{		23 4.4	{		{		{		{		{	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 4-8, 1982

		TIME															
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,330 6.4				5,160 6.2		5,500 6.6		9,750 11.7				8,580 10.3			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,670 4.4	4.0*		4.7*	4,250 5.1		4,660 5.6		7,660 9.2	8.7*		9.7*	6,910 8.3	8.1*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	23 3.8	22 *	4.5	23 *	23 4.8	5.5	24 5.4	5.8	34 8.4	32 *	9.8	36 *	33 8.0	31 *	8.3	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,410 7.7				7,660 9.2		8,160 9.8		7,500 9.0				5,410 6.5			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	5,410 6.5		6,660 8.0				5,830 7.0	7.0*		7.0*	5,660 6.8	6.4*		4,910 5.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	35 6.0	6.9	40 7.7	8.2			30 6.9	31 *	7.0	29 *	26 6.3	23 *	7.2	28 *	24 5.8	6.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,080 3.7				1,580 1.9		2,670 3.2		5,830 7.0				5,160 6.2			
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	2,080 2.5	2.6*		2.4*	1,330 1.6		2,080 2.5		4,500 5.4	5.2*		5.6*	3,750 4.5	4.6*		4.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 2.7	14 *	2.4	12 *	7 1.7	1.5	11 2.4	2.7	20 5.1	19 *	5.6	21 *	18 4.7	18 *	4.6	18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,500 6.6				5,330 6.4		6,000 7.2		9,750 11.7				8,330 10.0			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	3,580 4.3	3.9*		4.7*	4,500 5.4		4,910 5.9		7,580 9.1	8.7*		9.6*	6,500 7.8	7.6*		7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 3.7	21 *	4.6	23 *	24 5.1	5.6	26 5.8	6.1	35 8.3	34 *	9.7	37 *	31 7.6	30 *	7.8	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,000 7.2				6,750 8.1		8,160 9.8		7,000 8.4				5,330 6.4			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	5,080 6.1		5,830 7.0				5,830 7.0	6.8*		7.1*	5,500 6.6	6.3*		4,750 5.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	32 5.8	6.4	34 6.7	7.2			30 6.8	31 *	7.1	30 *	25 6.2	24 *	7.0	28 *	23 5.7	5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,920 3.5				1,830 2.2		2,580 3.1		5,750 6.9				5,080 6.1			
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	2,080 2.5	2.5*		2.5*	1,500 1.8		2,080 2.5		4,330 5.2	5.0*		5.4*	3,750 4.5	4.5*		4.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 2.6	13 *	2.5	12 *	8 1.8	1.8	11 2.4	2.6	20 4.8	19 *	5.4	20 *	18 4.5	18 *	4.4	19 *
TV HOUSEHOLDS USING TV WK. 1		18.8	19.3	20.0	21.2	22.5	23.9	23.9	25.2	26.5	27.2	27.2	27.2	25.7	25.7	24.7	25.7
(See Def. 1) WK. 2		18.5	19.5	20.2	21.3	22.8	24.0	23.4	24.1	25.6	26.7	26.4	26.6	25.0	25.0	24.3	25.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 27-OCT. 1, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,330 12.4				3,580 4.3										11,080 13.3	
	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT		local									
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,080 9.7				3,170 3.8										9,500 11.4	
	SHARE OF AUDIENCE %	{ 35	35 *		10.1 *	35 *										22	
	AVG. AUD. BY ¼ HR.	{ 9.2	9.6	10.0	10.1	4.0	3.6									11.3	11.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,830 9.4				2,170 2.6										12,330 14.8	
	CBS TV	GUIDING LIGHT (OP)				TATTLTALES (S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,330 7.6				1,920 2.3										10,580 12.7	
	SHARE OF AUDIENCE %	{ 28	28 *		7.8 *	27 *										25	
	AVG. AUD. BY ¼ HR.	{ 7.2	7.6	8.0	7.7	2.3	2.2									12.5	12.9
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,920 4.7														9,410 11.3	
	NBC TV	FANTASY														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,580 3.1														8,000 9.6	
	SHARE OF AUDIENCE %	{ 11	11 *			3.2 *										19	
	AVG. AUD. BY ¼ HR.	{ 2.9	3.0	3.1	3.3											9.3	10.0
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 9,660 11.6				3,500 4.2										10,910 13.1	
	ABC TV	GENERAL HOSPITAL (MTUTH) (S)(OP)(SUS-OP)				EDGE OF NIGHT (MTUTH)(S)(OP)		(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,580 9.1				3,080 3.7										9,410 11.3	
	SHARE OF AUDIENCE %	{ 34	34 *		9.2 *	33 *										24	
	AVG. AUD. BY ¼ HR.	{ 8.8	9.1	9.0	9.4	3.9	3.5									11.1	11.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,830 9.4				2,420 2.9										12,500 15.0	
	CBS TV	GUIDING LIGHT (OP)				TATTLTALES										CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,080 7.3				2,080 2.5										10,910 13.1	
	SHARE OF AUDIENCE %	{ 27	27 *		7.4 *	26 *										26	
	AVG. AUD. BY ¼ HR.	{ 7.0	7.4	7.7	7.2	2.5	2.5									12.9	13.3
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,250 5.1														9,660 11.6	
	NBC TV	FANTASY				(S)(OP)										NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,000 3.6														8,410 10.1	
	SHARE OF AUDIENCE %	{ 13	13 *			3.7 *										20	
	AVG. AUD. BY ¼ HR.	{ 3.4	3.4	3.6	3.8											9.9	10.3
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.3	27.5	28.5	29.6	28.5	29.7	30.9	33.1	34.9	36.9	38.3	41.0	44.0	46.9	49.0
		WK. 2	26.3	27.4	28.6	29.8	29.2	30.9	32.5	34.1	35.2	36.9	38.4	41.4	44.9	47.2	48.9
U.S. TV Households: 83,300,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 4-8, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,670 3.2		5,580 6.7		7,250 8.7		7,910 9.5		5,580 6.7		6,660 8.0	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,170 2.6		4,580 5.5		5,830 7.0		6,660 8.0		4,830 5.8		5,660 6.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 2.2	2.9	32 5.1	5.9	34 6.8	7.1	36 7.7	8.3	26 6.1	5.5	29 6.7	6.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,500 3.0		3,170 3.8		3,080 3.7		4,000 4.8		6,160 7.4		4,910 5.9	
	CBS TV					SPEED BUGGY (OP)		SYLVESTER DAFFY SHOW-1 (OP)		SYLVESTER DAFFY SHOW-2 (OP)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2 (OP)		GILLIGAN'S PLANET (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,920 2.3		2,170 2.6		2,420 2.9		3,330 4.0		4,330 5.2		4,000 4.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.2	2.4	15 2.5	2.8	14 2.6	3.1	18 3.8	4.3	23 5.2	5.3	21 4.7	4.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,420 4.1		3,830 4.6		6,250 7.5		7,000 8.4		6,580 7.9		6,080 7.3	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,670 3.2		3,170 3.8		4,910 5.9		5,500 6.6		5,580 6.7		4,910 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 2.6	3.8	22 3.5	4.1	29 5.4	6.4	30 6.7	6.5	30 6.7	6.8	25 5.8	6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					4,000 4.8		6,410 7.7		7,830 9.4		8,580 10.3		6,830 8.2		6,500 7.8	
	ABC TV					SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,250 3.9		5,500 6.6		7,080 8.5		7,830 9.4		5,750 6.9		5,330 6.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 3.4	4.5	34 6.0	7.2	36 8.6	8.4	38 9.3	9.6	26 6.9	6.9	24 6.6	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,420 1.7				1,750 2.1		3,500 4.2		4,500 5.4		4,080 4.9		5,160 6.2		5,250 6.3	
	CBS TV					← CAPTAIN KANGAROO-SAT →		SPEED BUGGY (OP)		SYLVESTER DAFFY SHOW-1 (OP)		SYLVESTER DAFFY SHOW-2 (OP)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	750 .9	.8*		1.1*	1,500 1.8		2,670 3.2		3,420 4.1		3,170 3.8		4,170 5.0		4,250 5.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 .7	14* .9		13* 1.0	14 1.1	1.8	17 2.9	3.5	17 4.1	4.1	15 4.1	3.5	19 4.6	5.3	19 5.4	4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,500 4.2		4,250 5.1		6,000 7.2		6,330 7.6		8,330 10.0		7,660 9.2	
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,920 3.5		3,670 4.4		5,000 6.0		5,750 6.9		7,160 8.6		6,500 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 3.0	4.0	23 4.4	4.4	25 5.7	6.3	28 6.9	7.0	33 8.3	8.9	29 7.6	7.9
TV HOUSEHOLDS USING TV WK. 1		5.6	7.2	8.6	10.1	11.7	14.4	16.4	18.1	19.7	21.2	22.4	23.0	22.8	23.2	23.6	24.4
(See Def. 1) WK. 2		6.5	8.0	9.5	11.1	13.5	15.5	18.3	20.7	23.3	24.4	26.0	25.9	26.3	26.5	26.5	27.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 2, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,500 7.8		6,660 8.0		6,080 7.3	16,240 19.5									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 6.2		5,580 6.7		4,660 5.6	6,330 7.6									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	26 6.2	6.3	28 6.8	6.6	23 5.6	26 5.3	5.3	5.9	7.1	8.0	8.4	8.8	7.5	7.6 27 *	7.9 26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,750 4.5		3,330 4.0		4,170 5.0	4,750 5.7		4,330 5.2		3,500 4.2					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,080 3.7		2,670 3.2		3,420 4.1	3,830 4.6		3,420 4.1		2,750 3.3					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	16 4.0	3.5	13 2.9	3.5	17 4.0	19 4.1	4.8	16 3.9	4.4	13 3.4	3.3				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,660 6.8		4,910 5.9		3,920 4.7	3,330 4.0						4,080 4.9	19,240 23.1		
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,330 5.2		4,080 4.9		2,920 3.5	2,500 3.0						3,830 4.6	5,330 6.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 5.3	5.1	20 4.8	5.1	14 3.2	12 3.8	3.0					17 4.6	19 4.9	5.4	5.6 19 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7		6,250 7.5		5,500 6.6	9,750 11.7		5,330 6.4		29,070 34.9					
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3		5,080 6.1		4,580 5.5	6,660 8.0	7.9 *	4,080 4.9		11,750 14.1					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 6.5	6.0	21 6.3	5.8	19 5.3	26 7.5	26 *	15 4.8	5.0	36 7.3		8.5 8.3	25 *	10.8 9.7	30 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1		3,670 4.4		3,420 4.1	4,170 5.0		8,580 10.3		18,910 22.7					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.3		2,830 3.4		2,500 3.0	3,000 3.6		6,500 7.8		8,910 10.7					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 4.4	4.2	13 3.4	3.3	10 3.0	12 3.2	4.1	25 7.0	8.5	28 9.1	9.9 10.7			11.6 11.7	11.4 10.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	7,080 8.5		6,830 8.2		4,330 5.2	4,170 5.0									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,160 7.4		5,830 7.0		3,330 4.0	3,420 4.1									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	27 7.6	7.2	26 7.0	7.1	14 4.0	13 4.1	3.8								
TV HOUSEHOLDS USING TV WK. 1		24.4	24.1	23.5	24.0	24.1	24.2	24.0	25.0	26.2	27.2	27.2	28.3	27.2	29.1	30.2	30.7
(See Def. 1) WK. 2		27.6	27.2	27.3	27.4	28.6	30.5	30.5	32.5	33.1	33.6	34.1	34.5	34.7	35.7	36.4	37.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. OCT. 9, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					5,660 6.8				13,080 15.7								
	ABC TV		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)						USA-WORLD-AMATUR BOXING (4:13-5:00PM) (OP)			ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{		7.8*		8.1*	4,080 4.9			5.0*	6,750 8.1	7.0*		8.3*		8.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	7.9	25 *	8.4	25 *	15	4.6	4.9	15 *	22	20 *	8.2	23 *	9.6	22 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		16,580 19.9														6,410 7.7	
	CBS TV		NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)(-OP)																(1) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{		5,910 7.1	3.8*		5.6*		7.2*		7.7*		7.3*		8.6*			6,000 7.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%		21 3.8	12 *	5.0	18 *	6.2	6.7	22 *	8.4	23 *	7.3	21 *	23 *	9.2	18	7.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{																	
	NBC TV		NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES~ (2:55-7:22PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{		5.9* 20 *		6.3* 20 *		6.9* 22 *		7.1* 22 *		7.3* 21 *		6.5* 18 *		5.7* 15 *	6.7* 17 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	5.8	6.0	6.2	6.4	6.6	7.2	7.1	7.2	7.3	7.3	6.5	6.5	5.7	5.8	6.4	7.0	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{									21,660 26.0								
	ABC TV		AMER. LEAGUE CHAMP GM 4 MILWAUKEE VS CALIFORNIA (1:46-4:55PM)(5:08-6:26PM) (-OP)						NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (3)(S)(OP)(-OP)							(2) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{		14.1* 37 *		15.2* 38 *		15.4* 37 *		12,580 15.1							14.3* 30 *		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13.2	15.0	14.8	15.7	15.6	15.1	14.6	15.8	16.4				15.3	14.7	13.9		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{									8,000 9.6						8,660 10.4		
	CBS TV		NCAA FOOTBALL-CBS VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)						CBS SPORTS SPECIAL JOCKEY GOLD CUP							CBS SAT. NEWS- SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{		9.2* 24 *		10.3* 25 *		11.3* 27 *		11.5* 28 *	4,330 5.2	5.4*		5.1*		7,410 8.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	9.8	8.5	10.2	10.4	10.9	11.8	11.7	10.5	6.1	4.7	4.7	5.4		8.8	8.9		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{															7,410 8.9		
	NBC TV		NBC NIGHTLY NEWS- SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{															6,410 7.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%															15 7.4	8.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	31.2	31.7	32.3	32.5	32.7	32.4	32.5	33.7	35.0	35.6	35.9	36.7	38.8	40.9	42.5	43.4	
		WK. 2	38.0	39.2	41.0	41.3	41.4	41.4	41.9	42.0	41.5	41.4	42.2	44.1	46.9	49.7	49.9	50.4	

U.S. TV Households: 83,300,000

(1)NCAA POST-CBS,CBS,MULTI-SEGMENT TELECAST

(2)NCAA FOOTBALL POST,ABC,(6:54-7:00PM)

(3)AMER. LEAGUE CHAMP GM 4,MILWAUKEE VS CALIFORNIA,ABC,(5:08-6:26PM)(S)(OP)

For explanation of symbols, See page A.

DAY SAT. OCT. 9, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 3, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)													2,080 2.5		2,420 2.9			
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:02AM) (-OP)		BEST/KIDS- PEOPLE TOO II (10:02-10:30AM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)													1,580 1.9		2,000 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													10 1.6	2.0	12 2.3	2.4		
E	TOTAL AUDIENCE (Households (000) & %)										5,910 7.1								
	CBS TV		LONE RANGER/ ZORRO (SUS)(SUS-OP)		KWICKY KOALA SHOW (SUS)(SUS-OP)				CAPTAIN KANGAROO-SUN (SUS)					SUNDAY MORNING				FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)										3,250 3.9								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %										22 3.2	3.4* 23 *		4.2* 23 *		4.1 4.1		4.1* 20 *	
K	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
W	TOTAL AUDIENCE (Households (000) & %)													1,330 1.6		2,500 3.0			
	ABC TV													BEST/KIDS- PEOPLE TOO I		BEST/KIDS- PEOPLE TOO II (OP)			
	AVERAGE AUDIENCE (Households (000) & %)													1,080 1.3		2,000 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													6 1.1	1.4	10 2.1	2.7		
E	TOTAL AUDIENCE (Households (000) & %)										6,910 8.3								
	CBS TV		LONE RANGER/ ZORRO (SUS)(SUS-OP)		KWICKY KOALA SHOW (SUS)(SUS-OP)				CAPTAIN KANGAROO-SUN (SUS)					SUNDAY MORNING				FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)										4,080 4.9								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %										24 3.7	4.1* 23 *		5.2* 25 *		5.3 5.3		5.4* 24 *	
K	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
2	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	4.0	4.8	5.9	6.9	8.9	10.7	12.6	13.8	15.8	17.3	18.6	19.6	20.9	22.1	22.7	22.1
			WK. 2	4.5	5.3	6.1	7.4	9.4	11.6	13.8	15.1	17.7	20.1	20.8	22.0	22.7	23.4	22.9	22.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. OCT. 10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 3, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W	TOTAL AUDIENCE (Households (000) & %)		{		5,750 6.9		← THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{		3,170 3.8		3.8*		3.7*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		16 4.1		16 *		15 *									
E	TOTAL AUDIENCE (Households (000) & %)		{		2,420 2.9		FACE THE NATION		4,500 5.4		12,000 14.4							
	CBS TV								NFL TODAY SPECIAL EDITION		NCAA GAME 1-SPECIAL VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
	AVERAGE AUDIENCE (Households (000) & %)		{		2,000 2.4				3,250 3.9		4,080 4.9		4.9*		5.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9 2.5		2.3		16 3.6		17 4.2		19 *		20 *			
K	TOTAL AUDIENCE (Households (000) & %)		{		3,170 3.8		MEET THE PRESS						RELIGIOUS SERIES (SUS)					
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{		2,330 2.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		12 2.9		2.7											
1	TOTAL AUDIENCE (Households (000) & %)		{		6,000 7.2		← THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)									
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{		3,670 4.4		4.2*		4.5*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		17 4.1		17 *		17 *									
W	TOTAL AUDIENCE (Households (000) & %)		{		3,000 3.6		FACE THE NATION		6,250 7.5		19,080 22.9							
	CBS TV								NFL TODAY SPECIAL EDITION		CBS SPORTS SUNDAY (1:00-4:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)		{		2,330 2.8				4,750 5.7		6,750 8.1		6.5*		7.7*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		10 2.6		3.0		20 4.7		24 6.6		22 *		24 *			
E	TOTAL AUDIENCE (Households (000) & %)		{		2,500 3.0		MEET THE PRESS											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		{		2,000 2.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		9 2.4		2.3											
TV HOUSEHOLDS USING TV																		
(See Def. 1)																		
WK. 1																		
WK. 2																		
U.S. TV Households: 23,225,000																		

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. OCT. 10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 3, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

NCAA GAME 2-SPECIAL
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST

CBS EVENING NEWS-
DEAN

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

NBC NFL '82
SPECIAL

NBC SUNDAY FOOTBALL GAME I
CALGARY VS SASKATCHEWAN
SAN DIEGO VS MIAMI(R)
MULTI-SEGMENT TELECAST

NBC NIGHTLY NEWS-
SUN.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

SPORTSBEAT

(-OP)

AMER. LEAGUE CHAMP GM 5
MILWAUKEE VS CINCINNATI
(4:22-7:49PM)

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

CBS SPORTS SUNDAY
(1:00-4:30PM)

FAMOUS CLASSIC TALES
THE ADVENTURES OF SINBAD

CBS EVENING NEWS-
DEAN

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

NBC NFL '82 SP.
(3:30-4:03PM)
(-OP)

NBC SUNDAY FOOTBALL GM. 1
BRITISH COLUMBIA VS EDMONTON
SAN DIEGO VS CINCINNATI(R)
MULTI-SEGMENT TELECAST(OP)-OP

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	31.2	30.7	31.4	33.5	35.5	37.2	38.1	38.4	38.3	39.2	40.4	42.8	44.7	45.1	45.4	46.5
WK. 2	37.3	37.6	37.4	39.0	41.5	43.1	44.6	44.9	45.0	47.4	48.6	49.9	52.4	53.9	54.7	56.0

U.S. TV Households: 83,300,000

(1)AMER. LEAGUE CHAMP PRE 5,ABC,(4:00-4:22PM)(S)

(2)NBC SUNDAY FOOTBALL POST,NBC,(6:48-7:00PM)(S)

For explanation of symbols, See page A.

DAY SUN. OCT. 10, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT MOVIE	1	9.00-11.31PM	+GRID	23,240	27.9	13,080	15.7	26			23,820	28.6	15,990	19.2	30	20.1	
	2	9.00-11.22PM	+GRID						16.8							18.6	
			11.00						15.9*	32*					19.6*	34*	
			11.15						15.1								
			11.30						12.1								
	2	11.22-11.34PM	(SUS)														
CBS SPEC. MOVIE PRESENT.-CBS(S)	2	9.00-11.30PM	+GRID								24,990	30.0	16,410	19.7	31	18.5	
			11.00												17.7*	32*	16.8
			11.15														
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.49- 9.50PM	9.45														
EVENING TUESDAY																	
ABC AMER. LEAGUE CHAMP-PRE 1(S)	2	8.00- 8.18PM	+GRID								15,080	18.1	13,830	16.6	30	16.9	
			8.15														
ABC HAPPY DAYS	1	8.10- 8.40PM	+GRID	19,580	23.5	16,410	19.7	31									
			8.30						21.5								
ABC AMER. LEAGUE CHAMP-GM 1(S)	2	8.18-11.11PM	+GRID								30,400	36.5	17,160	20.6	33	17.9	
			11.00														
ABC LAVERNE & SHIRLEY	1	8.40- 9.10PM	+GRID	20,160	24.2	17,830	21.4	33									
			9.00						23.2								
ABC THREE'S COMPANY	1	9.10- 9.40PM	+GRID	22,660	27.2	20,160	24.2	36									
			9.30						25.0								
ABC 9 TO 5	1	9.40-10.10PM	+GRID	21,240	25.5	18,660	22.4	34									
			10.00						22.1								
ABC HART TO HART	1	10.10-11.10PM	+GRID	20,160	24.2	15,990	19.2	32									
			11.00						19.2								
CBS BRING 'EM BACK ALIVE	1	8.09- 9.09PM	+GRID	16,240	19.5	10,750	12.9	20									
			9.00						15.5								
CBS CBS TUESDAY NIGHT MOVIES	1	9.09-11.09PM	+GRID	22,740	27.3	15,910	19.1	30									
			11.00						19.2								
NBC FATHER MURPHY	1	8.09- 9.09PM	+GRID	15,240	18.3	11,160	13.4	21									
			9.00						14.9								
NBC NBC TUESDAY MOVIE(S)	1	9.09-11.09PM	+GRID	18,240	21.9	10,830	13.0	20									
			11.00						11.4								
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.53- 9.54PM	9.45														
EVENING WEDNESDAY																	
ABC AMER. LEAGUE CHAMP-PRE 2(S)	2	8.00- 8.17PM	+GRID								13,580	16.3	12,910	15.5	27	16.0	
			8.15														
NBC NBC NEWS CAPSULE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
ABC NAT'L LEAGUE CHAMP-PRE 1(S)	2	8.00- 8.17PM	+GRID								12,990	15.6	12,000	14.4	25	15.5	
			8.15														
ABC NAT'L LEAGUE CHAMP-GM 1(S)	2	8.17-11.12PM	+GRID								28,820	34.6	16,660	20.0	31	20.9	
			11.00														
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%
EVENING THURSDAY-CONT'D													
ABC NAT'L LEAGUE CHAMP-GM 1(S)-CONT'D	2	11.12-11.17PM	(SUS)										
NBC NBC NEWS CAPSULE-2-THU(SUS)	2	9.58- 9.59PM	9.45										
EVENING FRIDAY													
ABC NL CHAMP PRE 2-RAINOUT 2(S)	2	8.00- 8.33PM	+GRID 8.30							13,740	16.5	9,410	11.3
NBC NBC NEWS CAPSULE-2-FRI(SUS)	1	9.58- 9.59PM	9.45										10.4
EVENING SATURDAY													
ABC ABC NEWSBRIEF-SAT.	2	8.14- 8.15PM	8.00							11,160	13.4	11,160	13.4
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	12,740	15.3	12,740	15.3	28	15.3				
	2	9.11- 9.12PM	9.00							14,490	17.4	14,490	17.4
ABC ABC NEWSBRIEF-SAT.	1	10.01-10.02PM	10.00	17,660	21.2	17,660	21.2	38	21.2				
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	10,000	12.0	9,330	11.2	20	11.2				
	2	8.58- 8.59PM	8.45							10,830	13.0	10,830	13.0
NBC BASEBALL FILL(SUS)	1	7.22- 7.28PM	7.15										
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	9,830	11.8	9,830	11.8	21	11.8	10,410	12.5	10,410	12.5
NBC NBC NEWS CAPSULE-2-SAT(SUS)	2	9.58- 9.59PM	9.45										
NBC NBC NEWS CAPSULE-2-SAT.	1	9.58- 9.59PM	9.45	7,750	9.3	7,750	9.3	16	9.3				
EVENING SUNDAY													
ABC ABC SPORTS UPDATE-SUN	2	8.15- 8.16PM	8.15							15,830	19.0	15,830	19.0
	1	8.35- 8.36PM	8.30	16,830	20.2	16,830	20.2	31	20.2				
ABC ABC NEWSBRIEF-SUN.	2	9.16- 9.17PM	9.15							17,240	20.7	17,240	20.7
	1	9.58- 9.59PM	9.45	16,660	20.0	16,660	20.0	30	20.0				
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	12,740	15.3	12,740	15.3	24	15.3	14,580	17.5	14,580	17.5
CBS CBS NIGHTWATCH SPECIAL(S)	1	2.00- 6.00AM	+GRID	1,830	2.2	830	1.0	24					
		3.00						.9					
		3.15					.8*	19*					
		3.30						.9					
		3.45					1.0*	25*					
		4.00						1.0					
		4.15					1.1*	31*					
		4.30						1.0					
		4.45					1.0*	31*					
		5.00						1.0					
		5.15					.9*	28*					
		5.30						.8					
		5.45					.8*	25*					
NBC NBC SUNDAY FOOTBALL GM. 1(S)	2	4.03- 6.51PM	+GRID							6,410	7.7	2,000	2.4
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	12,080	14.5	12,080	14.5	22	14.5	12,160	14.6	12,160	14.6
NBC NBC NEWS CAPSULE-2-SUN(SUS)	1	9.59-10.00PM	9.45										
NBC NBC NEWS CAPSULE-2-SUN.	2	9.49- 9.50PM	9.45							13,830	16.6	13,830	16.6

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2	>	8.15								12,080	14.5	12,080	14.5	25	15.5 M-F			
			8.30													9.2 M & F			
	1	>	8.45	14,580	17.5	14,580	17.5	27	12.8 M-F							17.1 M & F			
			9.45						20.4 W&TH										
			10.00						21.0 TUE.										
ABC ABC NEWS:NIGHTLINE-T-F		>	11.30	7,160	8.6	5,750	6.9	20	7.7 TU-F	5,080	6.1	4,410	5.3	16	5.8 TU-F				
			11.45					7.0* 20*	6.4 TU-F						5.1 TU-F				
			12.00						5.4 THU.										
ABC ABC NEWS:NIGHTLINE-MON	1	12.02-12.39AM	12.00	4,830	5.8	3,830	4.6	19	5.4 MON.										
	2	12.05-12.51AM	12.00							4,750	5.7	3,250	3.9	18	4.4 MON.				
			12.15					4.9* 19*	4.5 MON.					4.2* 18*	4.1 MON.				
			12.30						3.5 MON.						3.8 MON.				
			12.45											3.6* 19*	3.0 MON.				
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.00-12.21AM	12.00							4,170	5.0	3,670	4.4	16	4.7 THU.				
			12.15												3.7 THU.				
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	12.00-12.19AM	12.00	4,410	5.3	3,830	4.6	17	4.8 TUE.										
	2	12.00-12.18AM	12.00							3,580	4.3	3,250	3.9	15	4.0 TUE.				
			12.15						3.7 TUE.						3.4 TUE.				
ABC FRIDAYS		12.00- 1.11AM	12.00	5,580	6.7	2,920	3.5	12	4.5 FRI.	4,500	5.4	2,330	2.8	11	2.8 FRI.				
			12.15					4.1* 13*	3.8 FRI.					3.1* 10*	3.3 FRI.				
			12.30						3.4 FRI.						2.8 FRI.				
			12.45					3.2* 12*	3.1 FRI.					2.7* 11*	2.6 FRI.				
			1.00						2.7 FRI.						2.2 FRI.				
ABC LOVE BOAT-12.00		12.00- 1.08AM	12.00	3,830	4.6	2,500	3.0	14	3.4 WED.	3,080	3.7	1,830	2.2	11	2.7 WED.				
			12.15					3.2* 12*	3.0 WED.					2.4* 11*	2.1 WED.				
			12.30						3.2 WED.						2.1 WED.				
			12.45					3.0* 15*	2.8 WED.					2.1* 11*	2.1 WED.				
			1.00						2.4 WED.						1.9 WED.				
ABC VEGA\$-12.00	1	12.07- 1.15AM	12.00	3,500	4.2	2,170	2.6	13	2.6 THU.										
			12.15					2.6* 10*	2.6 THU.										
			12.30						2.6 THU.										
			12.45					2.6* 14*	2.6 THU.										
			1.00						2.4 THU.										
ABC FANTASY ISLAND-12.00	1	12.19- 1.27AM	12.15	2,750	3.3	1,750	2.1	11	2.5 TUE.										
	2	12.18- 1.26AM	12.15							1,830	2.2	920	1.1	6	1.3 TUE.				
			12.30												1.1 TUE.				
			12.45					2.2* 11*	2.1 TUE.					1.1* 6*	1.0 TUE.				
			1.00						2.0 TUE.						1.0 TUE.				
			1.15					1.9* 12*	1.8 TUE.					1.0* 7*	1.0 TUE.				
ABC VEGA\$-12.00	2	12.21- 1.29AM	12.15							2,250	2.7	1,500	1.8	11	1.9 THU.				
			12.30												2.0 THU.				
			12.45											2.0* 11*	1.9 THU.				
			1.00												1.9 THU.				
			1.15											1.7* 12*	1.5 THU.				
ABC FRIDAYS-PART 2	1	1.11- 1.18AM	1.00	2,250	2.7	1,830	2.2	10	2.2 FRI.										
	2	1.11- 1.21AM	1.00							1,500	1.8	1,670	2.0	10	2.0 FRI.				
			1.15						2.3 FRI.						2.0 FRI.				
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC FRIDAYS-PART 2-CONT'D	1	1.11- 1.18AM	(SUS)																
	2	1.11- 1.22AM	(SUS)																
CBS NEWSBREAK-M-F		>	8.45 9.00	13,990	16.8	13,490	16.2	25	17.4 13.9	M-F TUE.		14,240	17.1	13,910	16.7	26	16.9	M-F	
CBS CBS NEWS SPECIAL(S)	2	11.30-12.02AM	11.30 11.45 12.00									6,160	7.4	5,330	6.4	17	6.7 6.2 6.0	FRI. FRI. FRI.	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	7,660	9.2	4,830	5.8 6.0*	20 17*	6.2 6.0 5.9 5.6 5.6 4.6	M-F M-F M-F M-F M-F M-F		6,580	7.9	4,330	5.2 6.0*	21 19*	6.3 5.8 5.2 5.2 4.9 4.6 4.1 3.9	M-F TU-TH M-F M-F M-F M-F M & F M & F	
CBS LATE MOVIE II		VARIOUS TIMES	(SUS) 12.30 12.45 1.00 1.15	4,330	5.2	3,500	4.2	24	5.1 4.5 4.1 4.0*	M-F M-F M-F M-F		3,500	4.2	2,830	3.4 3.7*	23 21*	4.1 3.7 3.5 3.1*	M-F TU-TH M-F M-F	
			1.30 1.45 2.00						4.2	TUE.							3.3* 25*	3.0 3.1 2.9	MTUWF MTUWF FRI.
CBS CBS NEWS NIGHTWATCH-1	2	2.00- 2.30AM	2.00 2.15									1,500	1.8	1,250	1.5	19	1.6 1.4	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2	2	2.30- 6.00AM	*GRID 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.30 5.45									2,000	2.4	920	1.1	25	1.3 1.2 1.2 1.1 1.1 1.0 1.1 1.0 1.0 1.0 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	
NBC NBC NEWS CAPSULE-M-F		>	8.45 9.00	10,910	13.1	10,910	13.1	20	13.3 12.3	M-F TUE.		10,750	12.9	10,750	12.9	20	12.9	M-F	
NBC NBC NEWS CAPSULE-2-M-F		>	9.45	9,580	11.5	9,580	11.5	17	11.5	TU&TH		11,910	14.3	11,910	14.3	23	14.3	M-F	
NBC TONIGHT SHOW		>	11.30 11.45 12.00 12.15 12.30	8,160	9.8	4,830	5.8 6.4*	19 18*	7.1 5.8 5.6 4.9 5.0	M-F M-F M-F M-F TUE.		9,000	10.8	5,330	6.4 7.0*	21 20*	7.5 6.6 6.3 5.4	M-F M-F M-F M-F	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS		HOUSEHOLDS	SHARE					HOUSEHOLDS		HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%			(000)	%	(000)	%	%	%		
EVERING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN I		>	12.30	2,750	3.3	2,330	2.8	15	3.0	M-TH		3,250	3.9	2,750	3.3	18	3.5	M-TH	
			12.45						2.5	M-TH							3.2	M-TH	
			1.00						2.8	TUE.									
NBC DAVID LETTERMAN SPECIAL(S)	1	12.30- 2.00AM	12.30	4,830	5.8	2,250	2.7	12	3.0	FRI.									
			12.45				3.0*	11*	2.9	FRI.									
			1.00						2.7	FRI.									
			1.15				2.7*	12*	2.6	FRI.									
			1.30						2.8	FRI.									
			1.45				2.6*	15*	2.4	FRI.									
NBC SCTV NETWORK	2	12.30- 2.00AM	12.30									5,330	6.4	2,420	2.9	15	4.2	FRI.	
			12.45												3.9*	16*	3.6	FRI.	
			1.00														2.7	FRI.	
			1.15												2.5*	13*	2.2	FRI.	
			1.30														2.3	FRI.	
			1.45												2.2*	14*	2.2	FRI.	
NBC DAVID LETTERMAN II		>	1.00	2,170	2.6	1,830	2.2	15	2.3	M-TH		2,420	2.9	2,000	2.4	17	2.6	M-TH	
			1.15						2.1	M-TH							2.2	M-TH	
			1.30						2.3	TUE.									
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,500	1.8	1,250	1.5	13	1.4	M-F		1,500	1.8	1,250	1.5	15	1.7	M-F	
			1.45						1.4	M-TH					1.7*	17*	1.5	M-TH	
			2.00						1.7	TUWF							1.3	M-F	
			2.15						1.9	TUWF					1.3*	11*	1.3	M-F	
			2.30														1.1	FRI.	
			2.45														1.1	FRI.	
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC NEWS THIS MORNING-615(SUS)	1	6.15- 6.45AM	6.15							M-F									
ABC ABC NEWS THIS MORNING-645	2	6.15- 6.30AM	6.15																
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,580	1.9	1,580	1.9	19	1.9	M-F		1,920	2.3	1,830	2.2	21	2.2	M-F	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,080	8.5	6,830	8.2	30	8.2	M-F		6,830	8.2	6,580	7.9	30	7.9	M-F	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F									
ABC AMER. LEAGUE CHAMP PRE 3(S)	2	3.00- 3.18PM	3.00									8,250	9.9	7,410	8.9	34	8.9	FRI.	
			3.15														8.8	FRI.	
ABC NL CHAMP PRE 1-RAINOUT(S)	2	3.00- 3.19PM	3.00									7,660	9.2	6,750	8.1	31	8.2	WED.	
			3.15														7.9	WED.	
ABC AMER. LEAGUE CHAMP GM 3(S)	2	3.18- 6.12PM	3.15									20,330	24.4	9,830	11.8	36	9.5	FRI.	
			3.30														10.0	FRI.	
			3.45														10.4	FRI.	
			4.00														10.6	FRI.	
			4.15														10.7*	34*	
			4.30														11.0	FRI.	
			4.45														11.1*	33*	
			5.00														12.1	FRI.	
			5.15														13.3	FRI.	
			5.30														13.8	FRI.	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	%		
DAY MONDAY-FRIDAY-CONT'D																	
ABC AMER. LEAGUE CHAMP GM 3(S)-CONT'D			5.45 6.00											14.2* 39*	14.5 14.6	FRI. FRI.	
ABC NL CHAMP GM 1-RAINOUT(S)	2	3.19- 4.53PM	3.15 3.30 3.45 4.00 4.15 4.30 4.45							14,330 17.2		9,000 10.8 34	8.6 9.6 10.0* 32*	10.5 11.0 11.5* 36*	12.0 12.3 11.1	WED. WED. WED. WED. WED.	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45						M-F					11.9* 36*		M-F	
CBS CAPTAIN KANGAROO(SUS)	1	6.30- 7.00AM	6.30						M-F								
CBS CBS EARLY MORNING NEWS	2	6.30- 7.00AM	6.30 6.45							1,000 1.2		830 1.0 11	.9 1.0			M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,500 6.6		5,330 6.4 31		6.4	M-F	4,910 5.9		4,750 5.7 28	5.7			M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,410 6.5		5,000 6.0 21		6.0	M-F	5,000 6.0		4,750 5.7 19	5.7			M-F	
CBS CHILDRENS MYSTERY THEATER(S)	1	4.30- 5.30PM	4.30 4.45 5.00	4,250 5.1		2,580 3.1 10 3.1* 10*		3.2 3.1 2.9	TUE. TUE. TUE.								
NBC EARLY TODAY M-F		6.30- 6.55AM	5.15 6.30 6.45	1,170 1.4		1,000 1.2 13		3.4 1.0 1.4	TUE. M-F M-F	1,420 1.7		1,170 1.4 15	1.3 1.6			M-F M-F	
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45							5,330 6.4		3,000 3.6 12 3.2* 11*	3.1 3.3 3.9	4.1* 13*	4.3	TUE. TUE. TUE. TUE.	
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	3,250 3.9		2,580 3.1 23		3.1		4,410 5.3		4,080 4.9 34	4.9				
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,910 7.1		5,410 6.5 27		6.5		5,330 6.4		5,000 6.0 22	6.0				
ABC SCHOOLHOUSE ROCK-11.54AM		11.54-11.59AM	11.45	5,910 7.1		5,000 6.0 25		6.0		5,330 6.4		4,660 5.6 20	5.6				
ABC NCAA FOOTBALL-PRE	1	12.00-12.28PM	+GRID 12.15	6,080 7.3		4,660 5.6 23		5.4									
ABC NCAA FOOTBALL GAME	1	12.29- 4.07PM	+GRID	16,240 19.5		6,330 7.6 26											
ABC AMER. LEAGUE CHAMP PRE 4(S)	2	12.30- 1.06PM	+GRID 1.00							9,750 11.7		6,660 8.0 26	8.7				
ABC AMER. LEAGUE CHAMP GM 4(S)	2	1.46- 4.55PM	+GRID							29,070 34.9		11,750 14.1 36					
	2	5.08- 6.26PM	4.45 5.00 5.15 5.30 5.45 6.00 6.15									15.1* 36*	15.8 16.1 16.9* 42*	17.3 17.8 17.7* 43*	18.3 18.2* 40*	18.1	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL-POST	1	4.07- 4.13PM	4.00	6,580	7.9	5,410	6.5	20	6.5			7,330	8.8	6,250	7.5	16	7.5		
	2	6.54- 7.00PM	6.45																
CBS IN THE NEWS- 8.26AM	1	8.26- 8.29AM	8.15	2,170	2.6	1,920	2.3	17	2.3			1,580	1.9	1,500	1.8	13	1.8		
CBS IN THE NEWS- 8.26AM	2	8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM	1	8.56- 8.59AM	8.45	2,670	3.2	2,580	3.1	17	3.1			3,170	3.8	2,920	3.5	17	3.5		
CBS IN THE NEWS- 8.56AM	2	8.56- 8.59AM	8.45																
CBS IN THE NEWS- 9.26AM	1	9.26- 9.29AM	9.15	3,000	3.6	2,750	3.3	16	3.3			3,670	4.4	3,500	4.2	18	4.2		
CBS IN THE NEWS- 9.26AM	2	9.26- 9.29AM	9.15									5,160	6.2	4,580	5.5	21	5.5		
CBS IN THE NEWS- 10.26AM		10.26- 10.29AM	10.15	4,910	5.9	4,330	5.2	23	5.2			4,250	5.1	4,000	4.8	18	4.8		
CBS IN THE NEWS- 10.56AM		10.56- 10.59AM	10.45	4,580	5.5	4,170	5.0	21	5.0			3,500	4.2	3,330	4.0	15	4.0		
CBS IN THE NEWS- 11.26AM		11.26- 11.29AM	11.15	3,170	3.8	2,830	3.4	15	3.4			3,170	3.8	2,830	3.4	13	3.4		
CBS IN THE NEWS- 11.56AM		11.56- 11.59AM	11.45	3,420	4.1	2,830	3.4	14	3.4										
CBS IN THE NEWS- 12.26PM	1	12.26- 12.29PM	12.15	3,580	4.3	3,080	3.7	15	3.7			2,750	3.3	2,420	2.9	10	2.9		
CBS IN THE NEWS- 12.26PM(B)	2	12.26- 12.29PM	12.15									3,580	4.3	3,420	4.1	13	4.1		
CBS IN THE NEWS- 12.56PM		12.56- 12.59PM	12.45	4,080	4.9	4,000	4.8	19	4.8										
CBS IN THE NEWS- 1.26PM	1	1.26- 1.29PM	1.15	3,750	4.5	3,420	4.1	15	4.1										
CBS NCAA FOOTBALL-CBS	1	3.40- 6.49PM	-GRID	16,580	19.9	5,910	7.1	21											
			6.45						8.3										
CBS NCAA TODAY-CBS	1	3.30- 3.40PM	3.30	3,000	3.6	3,250	3.9	13	3.9			8,830	10.6	6,910	8.3	20	8.3		
CBS NCAA TODAY POST-CBS	2	4.53- 5.00PM	4.45									4,080	4.9	4,000	4.8	34	4.8		
NBC ASK NBC NEWS- 8:28AM		8.28- 8.30AM	8.15	3,500	4.2	3,250	3.9	29	3.9			3,580	4.3	3,420	4.1	20	4.1		
NBC ASK NBC NEWS- 8:58AM		8.58- 9.00AM	8.45	3,750	4.5	3,500	4.2	23	4.2			7,410	8.9	7,160	8.6	32	8.6		
NBC ASK NBC NEWS- 10:28AM		10.28- 10.30AM	10.15	5,330	6.4	5,250	6.3	28	6.3			6,250	7.5	6,160	7.4	27	7.4		
NBC ASK NBC NEWS- 10:58AM		10.58- 11.00AM	10.45	5,080	6.1	4,910	5.9	25	5.9			5,330	6.4	5,160	6.2	23	6.2		
NBC ASK NBC NEWS- 11:58AM		11.58- 12.00NN	11.45	4,410	5.3	4,250	5.1	21	5.1										
DAY SUNDAY																			
ABC BEST/KIDS-PEOPLE TOO I	1	9.30- 10.02AM	-GRID 10.00	2,080	2.5	1,580	1.9	10											
									2.1										
ABC SCHOOLHOUSE ROCK- 10.26AM		10.26- 10.29AM	10.15	2,080	2.5	2,080	2.5	12	2.5			2,330	2.8	2,170	2.6	11	2.6		
ABC AMER. LEAGUE CHAMP PRE 5(S)	2	4.00- 4.22PM	-GRID 4.15									12,330	14.8	10,910	13.1	34		14.4	
CBS IN THE NEWS- 7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS- 7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS NCAA GAME 1-SPECIAL(S)	1	1.00- 3.57PM	-GRID 2.45	12,000	14.4	4,080	4.9	17											
			3.00				5.4*	18*	5.2										
			3.15				4.0*	13*	4.5										
			3.30						3.7										
			3.45				3.9*	12*	3.6										
			4.00						4.3										
NBC NBC NFL '82 SP.(S)	2	3.30- 4.03PM	-GRID						2.3			5,250	6.3	3,500	4.2	12			
CONT'D																			

OTHER PROGRAMS

[illegible]